Nancy Li

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Boston, MA

Experience

Interaction Designer & Brand Lead — Jul – Dec 2025

Inst. for Experiential Technologies (EXCITE), College of Arts, Media and Design, Northeastern University

- Built complete digital presence for a newly launched XR and games research institute using WordPress/CampusPress — designed information architecture, visual design system, and site structure from the ground up.
- Initiated and launched the first speaker series in EXCITE's history — designed and implemented end-to-end operational workflows for 2 concurrent series (XR + Games), successfully coordinating 6 sessions with 40+ attendees each, covering speaker onboarding, Figma asset production, cross-channel promotion, and compensation processing via IntelliBuy.
- Authored all system documentation and process guides to ensure institute continuity beyond a single contributor.

Lead Graduate Student UX Researcher & Designer — Sep 2024 – Jul 2025

CAMD Graduate Website Redesign, College of Arts, Media and Design, Northeastern University

- Led graduate student UX researcher on Northeastern's CAMD graduate website redesign, led a team of 6 MFA graduate designers — conducted 11+ user interviews with embedded card sorting across 3 programs, uncovering that the site surfaced low-priority content while burying what users ranked first.
- Facilitated stakeholder meetings with program faculty and coordinated with journalism collaborators on content strategy; research recommendations were implemented on the live CAMD website, including restructured faculty section hierarchy.

UX Research Assistant — Jan 2024 – Jul 2025

Vital Insight - UbiWell & HAI Lab, Khoury College of Computer Science, Northeastern University

- Designed and iterated the interface for an LLM-integrated health data sensemaking dashboard across 3 research rounds — 12 expert interviews, 13 usability sessions, and a 20-participant A/B study — translating complex research findings into actionable interaction design improvements.
- Developed design iterations that directly addressed identified usability gaps; work contributed to 2 peer-reviewed publications (AAAI FSS-24, IMWUT 2025).

Education Program Intern — Jan – May 2023

City Lore, New York City, NY

- Documented arts programs through video and film; co-curated a public exhibit on informal learning and artist-mentor relationships.

Skills

Interaction Design	Research	Technical	Languages
Figma	Usability testing	HTML / CSS	English
User flows	A/B testing	JavaScript	Chinese (Native)
Wireframing	Qualtrics / NVivo	React	Japanese
Prototyping	Thematic coding	Webflow	
Design systems	Card sorting	WordPress	
		Base44	

Education

Northeastern University — May 2026

MFA in Experience Design

University of Rochester — May 2023

BA in Film and Media Studies, Production Track

Art New York Program, Spring 2023

Publications

IMWUT 2025 Vital Insight: Assisting Experts' Sensemaking of Multi-modal Personal Tracking Data Using Visualization and LLM — ACM IMWUT / UbiComp 2025

AAAI FSS-24 Understanding the Daily Lives of Older Adults: Integrating Multi-modal Personal Health Tracking Data through Visualization and LLMs — AAAI Fall Symposium 2024

MFA Thesis Li, X.N. 2026, Grief Unspoken Reimagining Grieving for Chinese Young Adults Through an Interactive Experience, Northeastern University.