

# YULIN LI

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## EDUCATION

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**University of Washington**  
*Master's, Computer Science*

**September 2023 - March 2025**

**Parsons School of Design**  
*Bachelor's, Product Design*

**August 2018 - May 2022**  
GPA: 3.94

## PROFESSIONAL EXPERIENCE

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**La PEARL Luggage and Leather Goods Co., Ltd.,**  
*Industrial Designer*

**Jiangmen, GD, China**  
*April 2025 - December 2025*

- During a seven-month industrial design internship at La Pearl Luggage and Leather Goods, I led the end-to-end design and development of a front-access suitcase concept, later named FRONTERA. I was involved throughout the full product cycle, from early concept exploration and structural research to engineering coordination, prototyping, and sample refinement.
- The project resulted in a patent application for the front-opening access mechanism. In November, FRONTERA was showcased at the Canton Fair, where it attracted strong international interest, engaging seven clients from five different countries. All interested parties proceeded with sample orders, and the product has since continued into iterative development and optimization based on client and manufacturing feedback.

**Aigen**  
*Product Designer*

**Redmond, WA, USA**  
*September 2024 - March 2025*

- Sponsored launch project by Aigen in collaboration with MSTI, University of Washington - Led user research through stakeholder interviews and 2-day field visits in Farmington, gathering over 30 qualitative insights from farmers and land managers
- Synthesized findings to define key user pain points and dashboard requirements
- Designed and iterated the "IntelliField" platform—a grower-facing dashboard that translates complex robot-collected data into intuitive insights such as weed pressure maps, crop health trends, and environmental correlations
- Conducted three rounds of usability testing with 10+ target users, improving information architecture and reducing operation error rate by 25%
- Created 7+ interactive prototypes in Figma, enhancing layout clarity and optimizing data visualization, which improved data readability speed by 40.

**VIVO**  
*Industrial Design Intern*

**Dongguan, GD, China**  
*June 2024 - September 2024*

- Participated in the industrial design of the vivo X300 flagship smartphone, contributing to five rounds of concept iteration, optimizing 2D visual effects, and refining CMF details, which earned high recognition in the X Series industrial design department evaluation
- Conducted comprehensive design research and market analysis to ensure alignment between design concepts, user needs, and market trends, creating a product that addresses pain points while maintaining strong market competitiveness
- Engaged in the complete design process from concept development to 1:1 physical model production, integrating ergonomics and manufacturing techniques to achieve a balance between aesthetics, functionality, and manufacturability.

**JM ICY COFFEE**  
*Product Designer*

**Jiangmen, GD, China**  
*July 2022 - August 2023*

- Orchestrated a comprehensive rebranding for three JM Icy Coffee brands, leading to a 40% growth in website traffic within six months post-launch
- The strategic initiative unified and modernized the brand identity across packaging, web presence, and logos, significantly enhancing market visibility and brand appeal
- Customer feedback highlighted a stronger brand connection and an improved perception of quality, contributing to a 18% uplift in repeat customer purchases
- Enhanced online sales for JM ICY COFFEE Tmall store, specifically targeting a coffee bean product and achieving a monthly sales volume exceeding 7000 units through optimized new media operations and strategic design efforts.

**Eastreme***Industrial Design Intern***Shunde District, GD, China***June 2021 - September 2021*

- Played a pivotal role in the product development team by spearheading the ideation and conceptualization phase for spatial thinking development toys
- Collaboratively worked with engineers and marketers to draft comprehensive product requirements, focusing on educational value, safety, and user engagement
- Conducted market research, analyzed consumer feedback, and incorporated educational principles to ensure the toys were both fun and beneficial for cognitive development
- My contributions were instrumental in shaping the final product designs, which led to an enhanced product line that resonated well with our target demographic, thereby improving our market competitiveness.

**La PEARL Luggage and Leather Goods Co., Ltd.,***Product Designer***Jiangmen, GD, China***March 2020 - January 2021*

- Led the creation and development of "YNOT," a new brand of luggage and leather goods, through detailed fashion trend analysis and market research
- Produced and edited viral TikTok content, highlighting our product range, with a key video achieving over 1.1 million views and significantly boosting online orders
- Launched the brand's first collection of baguette and messenger bags, achieving successful listings and sales on Xiaohongshu, Taobao, and other platforms.

**SKILLS**

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**Skills:** Adobe Creative Suite, SolidWorks, Blender, Video Editing, Adobe Premiere Pro, Python, Arduino, UI/UX Design, Usability Testing/Engineering, Branding/Brand Strategy, Adobe Illustrator, solidwork, Adobe Lightroom, Adobe Photoshop, AutoCAD, CAD, Figma, Graphic Design, Interaction Design

**Languages:** Cantonese, Chinese