

Education Experience

Master - University of Alberta (UOA), Edmonton, Alberta, Canada

2021 September - Present

Bachelor - ArtCenter College of Design (ACCD), Pasadena, California, USA

2016 September - 2021 April

Skills

2D Software

Illustrator, Photoshop, Indesign, Xd, Google office suite, Microsoft office suite, Figma, Webflow, EditorX.

3D Software

Solidworks, Fusion 360, Blender, Rhino, Sketchup, Zbrush, Keyshot, Octane, Spline.

RUOCHAN LI

PRODUCT DESIGNER

RESEARCHER

Professional Experience

Researcher - Jingdong zhongmei Hospital, Beijing, China - Remote

December 2023 - April 2024

As a researcher, I participated in a project at a non-profit hospital focused on improving services for East African and Central Asian international students in China. My role involved researching their specific needs and the challenges they faced in accessing local medical services. I also helped draft an experimental operations manual to enhance staff communication with these students, reduce cultural shock, and boost patient satisfaction.

Innovative Independent Designer - Remote

May 2023 - Present

Spearheaded the development of brand identity for startups and organizations, including logo design, color schemes, typography, promotional materials, and brand guidelines, enhancing brand recognition and consistency across all platforms. Managed client communications and project timelines, delivering high-quality design solutions within budget and by deadlines.

Principal Instructor - University of Alberta Edmonton, Alberta, Canada

September 2022 - September 2023

Responsible for managing a design course, which includes creating detailed lesson plans, lecturing on theoretical and practical knowledge, preparing teaching materials and evaluation standards, grading assignments and exams, ensuring the smooth progress of students, guiding students to expand their design thinking, mastering the design process, enhancing aesthetics, and handling other related duties concerning the course.

UI/UX Designer - Jingdong yumei Hospital, Beijing, China - Remote

June 2024 - Present

As a UI/UX designer, I was involved in enhancing the online service project for a hospital that integrates Western and Chinese medicine. The primary goal was to optimize the online consultation and offline guidance experience for Japanese, Korean, and native English speakers in China. Additionally, I participated in the hospital's promotional planning, designing interactive and educational interfaces to more effectively promote the hospital's treatment methods and Chinese medicine culture.

Product Designer - Tandem Product Design, Irvine, California, USA. - Half Remote

March 2020 - November 2020.

I conducted research on user behaviors and market trends, utilizing existing technologies to propose diverse solutions. I conceptualized and developed ideas through sketching, storyboarding, 3D modeling, and prototyping.

My role also involved direct communication with clients by attending meetings, delivering reports, and collecting feedback. I actively participated in the testing and version updates of product developments, assisted in product updates and iterations, and contributed to developing new add-on products. Additionally, I supported senior designers and engineers in production design.

Teaching Assistant - ArtCenter College of Design, Pasadena, California, USA

March 2020 - October 2020.

Participated in teaching senior Visual Communication courses, guiding over 40 students in drawing, sketching, ideation, rendering, modeling and developing unique design processes.



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