CAROLINA LI

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PROFESSIONAL EXPERIENCE

Electronic Arts Product Design Intern   May–Aug 2020

Collaborated with Designers, Product Managers, Researchers, and Engineers across the EAX team to deliver intuitive and functional experiences for EA's millions of players for two upcoming player-facing products.

• Designed an onboarding and documentation site to share knowledge for a social experience product; currently used by 70+ teammates in four countries.
• Redesigned a component for a major product used by 100k active players.
• Created page templates and a visual asset system for seamless development of new pages and quick adjustments to existing ones.

LCBO UX/UI Design Intern   Sep–Dec 2019

• Collected over 140 insights through user research to design the UI of a beverage recommendation app to help customers select products that suit their preferences. Worked with Developers and Product Manager to ship the project.
• Created the first design system to centralize assets, accelerate product output, and promote collaboration.

INVOLVEMENT

Watonomous Design Lead   Jun 2019–Apr 2020

Led project planning and facilitated collaboration in an autonomous vehicle design team. Mentored new members by teaching Photoshop and design principles while holding 1:1s to remove blockers and promote personal growth.

The Aphrodite Project Design Lead   Mar 2020–Present

Leading website design, logos, and branding for a matchmaking product used by more than 16k students in two countries.

Loo Labs Founding Designer   Sep 2020–Present

Collaborating with a cross-functional team to build products for the student community. Leading a team of three to create storyboards and prototypes.

Freelance Artist   Nov 2015–Present

Created original art using Photoshop and watercolours. Sold over 228 prints and gained over 1k followers on Society6.

EDUCATION

University of Waterloo

Bachelor of Computer Science, Human Computer Interaction, Fine Arts

President's Scholarship of Distinction

Graduating June 2022

TOOLS

Wireframes

Figma
Sketch
Adobe XD

Visuals

Photoshop
Illustrator

Coding

JavaScript
HTML/CSS
React
Bootstrap
C++
Python

OTHER EXPERIENCES

Hack the North
HackPrinceton
UW WiCS
UW Muay Thai
MultiSport sprint triathlon