CAROLINA LI

Education

University of Waterloo

09/2017 - 06/2022

Bachelor of Computer Science, Specialization in Human Computer Interaction, Minor in Fine Arts

Experience

Product Design Intern

Coda

06/2021 - 09/2021

Researched how new users experience the doc editor, working with PMs, engineers and designers to discover and prioritize 40+ friction points. Shipped solutions for the highest-priority friction points, including redesigning the UI for creating tables and creating A/B test variations to help users discover tools.

UX Design Intern

Arctic Wolf

01/2021 - 04/2021

Designed and shipped data leak prevention features as the sole designer for an internal platform used by 160+ security engineers.

Collaborated with one other designer to create component guidelines in Jira and led an accessibility initiative, working with Director-level leadership.

Product Design Intern

Electronic Arts

05/2020 - 08/2020

Responsible for redesigning the footer for a large upcoming player-facing product, as a part of EAX, to be used by EA's millions of players.

Worked with 3 designers to design & ship an onboarding & documentation Google Site, used by 70+ employees in 4 countries.

UX/UI Design Intern

LCBO

09/2019 - 12/2019

Collected 140+ user research insights as the team's sole designer to design an in-store beverage recommendation app. Collaborated with a cross-functional team to ship the product. Also created the team's first design system.

Community

Founding Design Lead

Loo Labs

09/2020 - 09/2021

Conducted foundational research for a club discovery tool to help Waterloo's 41k+ students find clubs and events. Designed search flows, defined our visual style, and led ideation & prototyping workshops.

Design Lead

The Aphrodite Project

03/2020 - 02/2021

Designed the first website for a matchmaking project, including a homepage and an authentication flow focused on building trust. Successfully onboarded 11k students in 7 universities in 2021, and completely redefined the brand.

Tools

Figma, Framer, Sketch, Adobe CC, React, HTML/CSS, C++, Python

Awards

2021 Kleiner Perkins Design Fellow2021 Tile Designathon 3rd placePresident's Scholarship of Distinction

Fun Fact

Sold 230+ prints of original watercolour and digital art as a freelance artist.