# **CAROLINA LI**

#### Education

University of Waterloo 09/2017 - 06/2022 Bachelor of Computer Science, Specialization in Human Computer Interaction, Minor in Fine Arts

#### Experience

#### **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 lead 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, to be used by EA's millions of players.

Worked with 3 designers to 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 Designer**

Loo Labs

09/2021 - Present

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.

#### **Design Manager**

WATOnomous

06/2019 - 04/2020

Led a team of three to revamp the website for UWaterloo's autonomous vehicle design team. Organized project timelines and set up growth opportunites & meaningful projects for each member.

## Tools

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

## Awards

2021 Kleiner Perkins Design Fellow Finalist2021 Tile Designathon 3rd placePresident's Scholarship of Distinction

## Fun Fact

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