CAROLINA LI

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PROFESSIONAL EXPERIENCE

UI/UX Design Intern | LCBO   Sept 2019 - Present

- Designed a beverage alcohol recommendation app that will be built and implemented in LCBO stores
- Conducted user research and translated 140+ insights into user flows, wireframes, and high fidelity mockups
- Designing a mobile experience to help groups coordinate LCBO shopping trips

Frontend Developer | Novus Health   Jan 2019 - Apr 2019

- Developed the frontend of a web app that assesses user health and suggests areas of improvement
- Conducted user interviews and created mockups of landing page to improve conversion rates and accessibility

Artist | Linarts   Nov 2015 - Present

- Used Photoshop and watercolours to create original art, profiting over $1030 USD from sales and commissions
- Built relationships with customers using social media and local art networks to gain 990 followers on Society6

Software Developer | Finastra   May 2018 - Aug 2018

- Designed and implemented an app that checks if all internal services are functioning

ACTIVITIES

Design Manager | Watonomous   June 2019 - Present

- Working collaboratively on an autonomous vehicle design team by organizing meetings and planning projects
- Mentoring two new members by teaching Photoshop, holding 1-on-1s, delegating tasks, and setting timelines

Graphic Designer | Waterloop   Jan 2018 - Apr 2018

- Prioritized brand consistency while creating print material, artwork, and iconography for Waterloo's Hyperloop team

EDUCATION

University of Waterloo

Bachelor of Computer Science, HCI Specialization
2017 - 2022

SKILLS

Design

Competitor Analysis, User Research, Usability Testing, Wireframes, Prototyping, Visual Design, Illustration

Development

JavaScript, HTML, CSS, C++, C, React, Redux, Bootstrap

Tools

Sketch, Adobe Creative Suite, Figma, Zeplin, Visual Studio Code

PROJECTS

HeAR   Sept 2019

Designed a mobile app at Hack the North that helps people who are hard of hearing communicate

Fridgeful   May 2019

Conducted research on food usage to design a mobile app that minimizes food waste