

# CAROLINA LI

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## PROFESSIONAL EXPERIENCE

### UX/UI Design Intern | LCBO

Sept 2019 - Dec 2019

- Designed a beverage recommendation app that will be implemented inside LCBO stores as a kiosk
- Conducted user research and translated 140+ insights into user flows, wireframes, and high fidelity mockups
- Designed a mobile app for group shopping trips
- Created a design system that sped up collaboration times

### Artist | Linarts

Nov 2015 - Present

- Created original art using Photoshop and watercolours, profiting over \$1030 USD from sales and commissions
- Utilized marketing techniques on social media and local art networks to gain 990 followers on Society6

### 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

### Software Developer | Finastra

May 2018 - Aug 2018

- Developed a script that automates IIS app pool settings, reducing update time from two weeks to a few minutes

## ACTIVITIES

### Design Lead/Member | Watonomous

June 2019 - Present

- Led project planning and organized meetings to facilitate collaboration in autonomous vehicle design team
- Mentored two new members by teaching Photoshop, holding 1-on-1s, delegating tasks, and setting timelines

### Graphic Designer | Waterloo

Jan 2018 - Apr 2018

- Created print material, artwork, and iconography while prioritizing brand consistency for Hyperloop design 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

### Tools

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

### Development

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

## PROJECTS

### HeAR

Sept 2019

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

### Fridgeful

May 2019

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