# CAROLINA LI

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## PROFESSIONAL EXPERIENCE

### UX/UI Design Intern | LCBO
Sept 2019 - Dec 2019

- Collected over 140+ insights through user research to design UI of beverage recommendation app to help customers select products that suite their preferences
- Generated user flows and conducted usability tests to create a mobile app for group shopping trips
- Created the 1st design system to centralize assets, accelerate product output, and promote collaboration

### 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 and deployed 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 | Waterloop
Jan 2018 - Apr 2018

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

## SKILLS

**Design**

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

**Tools**

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

**Development**

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

## EDUCATION

**University of Waterloo**

Bachelor of Computer Science, HCI Specialization
2017 - 2022

## 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