CAROLINA LI

Product Designer

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PROFESSIONAL EXPERIENCE

Electronic Arts Product Design Intern   May 2020 - Present
- Working with other designers, PM, UXR, and SWE in the EAX team to create visual experiences for EA's game distribution site.
- Designed a documentation website for a new social experience project, leading to faster knowledge transfer.

LCBO UX/UI Design Intern   Sep 2019 - Dec 2019
- Collected over 140+ insights through user research to design UI of beverage recommendation app to help customers select products that suit their preferences
- Created the 1st design system to centralize assets, accelerate product output, and promote collaboration

Freelance Artist   Nov 2015 - Present
- Created original art using Photoshop and watercolours, selling over 228 prints and gaining over 1k followers on Society6

Novus Health Frontend Developer Intern   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

ACTIVITIES

Watonomous Design Lead & Member   Jun 2019 - Apr 2020
- 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

Waterloop Graphic Designer   Jan 2018 - Apr 2018
- Created print and marketing material to support brand consistency for Hyperloop design team

EDUCATION

University of Waterloo

Bachelor of Computer Science - HCI - Fine Arts
2017 - 2022

PROJECTS

Mozilla Incubator   Jun 2020

Researched social interaction habits for an app that helps users stay connected

Hack the North   Sep 2019

Designed a mobile app 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

SKILLS

User Research, Usability Testing, Wireframing, Prototyping, Visual Design, Information Architecture

TOOLS

Figma, Adobe Creative Suite, Sketch, Zeplin, Visual Studio Code, Javascript, HTML, CSS, Bootstrap, React