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 for an internal platform used by 160+ security engineers. Worked with Director-level leadership to create component guidelines and lead an accessibility initiative.

Product Design Intern

Electronic Arts

05/2020 - 08/2020

Collaborated with designers, researchers, engineers, and PMs across the EAX team to deliver experiences for EA's millions of players for a large upcoming player-facing product. Redesigned the footer and shipped an onboarding & documentation website used by 70+ employees in 4 countries.

UX/UI Design Intern

LCBO

09/2019 - 12/2019

Collected 140+ user research insights as the 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