

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 suit 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 | Waterloo

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