

CAROLINA LI

carolinaaokeli.com
ca2li@uwaterloo.ca
289 489 5980

PROFESSIONAL EXPERIENCE

Electronic Arts Product Design Intern May–Aug 2020

Collaborated with Designers, Product Managers, Researchers, and Engineers across the EAX team to deliver intuitive and functional experiences for EA's millions of players for a large upcoming player-facing product.

Designed an onboarding and documentation site to share knowledge and standardized processes for an upcoming social experience product.

- Conducted stakeholder interviews to gather initial requirements.
- Developed site architecture and page content hierarchy to show the most relevant content for users.
- Created page templates and a visual asset system for seamless development of new pages and quick adjustments to existing ones.

LCBO UX/UI Design Intern Sep–Dec 2019

- Collected over 140 insights through user research to design the UI of a beverage recommendation app to help customers select products that suit their preferences. Worked with Developers and Product Manager to ship the project.
- Created the first design system to centralize assets, accelerate product output, and promote collaboration.

INVOLVEMENT

Watonomous Design Lead Jun 2019–Apr 2020

Led project planning, delegated tasks, and organized meetings to facilitate collaboration in an autonomous vehicle design team.

- Mentored new members by teaching Photoshop and design principles.
- Held 1:1s with each member to discover interests and remove blockers.

Mozilla Incubator UX Researcher Apr–Jun 2020

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

Freelance Artist Nov 2015–Present

Created original art using Photoshop and watercolours. Sold over 228 prints and gained over 1k followers on Society6.

Waterloop Graphic Designer Jan–Apr 2018

Created print and marketing material while supporting brand consistency.

EDUCATION

University of Waterloo

Bachelor of Computer Science, Human Computer Interaction, Fine Arts

President's Scholarship of Distinction

Graduating June 2022

TOOLS

Wireframes Coding

Figma JavaScript
Sketch HTML/CSS
Adobe XD React

Visuals

Photoshop C++
Illustrator Python

OTHER EXPERIENCES

Hack the North

HackPrinceton

UW WiCS

UW Muay Thai

MultiSport sprint triathlon

The Aphrodite Project