CAROLINA LI

✉ ca2li@edu.uwaterloo.ca   🌐 www.carolinaaokeli.com   📞 289 489 5980   in carolinaaokeli   ⌂ CarolinaLi

EDUCATION

University of Waterloo   2017 - 2022
Bachelor of Computer Science, Honours, with Fine Arts Minor and HCI specialization

TECHNICAL SKILLS

Tools/Frameworks: Adobe XD, Figma, Photoshop, Sketch, Illustrator, After Effects, React, Redux, Bootstrap
Languages: Javascript, Typescript, HTML, CSS, C++, C

PROFESSIONAL EXPERIENCE

UI/UX Designer, **LCBO | Next**   Kitchener, Sept. 2019 - Present
• Rapidly prototyped app variations using **paper prototyping** and **Adobe** to help customers choose alcoholic products
• Created pixel perfect mockups and illustrations that align with LCBO's visual brand using **XD, Figma, and Illustrator**

Artist/Creator, **Linarts**   society6.com/linarts, Nov. 2015 - Present
• Used **Photoshop** and **watercolours** to create original art, profiting over **$1030 USD** from sales and commissions
• Built relationships with customers using social media and local art networks to gain **990** followers on Society6

Front-end Developer, **Novus Health**   Toronto, Jan. 2019 - Apr. 2019
• Developed a web app that assesses user health using **Typescript, Bootstrap, React, Redux, Saga, and Mocha**
• Conducted interviews and created mockups of new designs with **Sketch** to improve website conversion rates

LEADERSHIP EXPERIENCE

Design Manager, **WATonomous**   June 2019 - Present
• Working collaboratively on an autonomous vehicle design team by organizing meetings and planning projects
• Mentoring two new members by delegating tasks, providing feedback, holding 1-on-1s, and setting timelines

Graphic Designer, **Waterloop**   Jan. 2018 - Apr. 2018
• Prioritized **brand consistency** while creating print material and iconography for Waterloo's Hyperloop team
• Promoted the club at open house events by converting new members and creating advertisements

RELEVANT PROJECTS

HeAR (Hack the North)   Sept. 2019
• Used **Sketch** and **Photoshop** to design an app that helps people who are hard of hearing have better conversations
• Quickly learned motion design using **After Effects** to create an animated loading screen using the reshape tool

Fridgeful (User Experience Design Project)   May 2019
• Conducted user experience research on food usage to design a mobile app that minimizes food waste
• Showcased the user flow of how people would keep track of inventory and easily share food, using **Sketch**

AWARDS & EXTRACURRICULARS

AWARDS & CERTIFICATIONS: DELF B1 Diploma (Intermediate French),
Governor General's Bronze Medal (98.5% average), President's Scholarship of Distinction ($5000),
SAE Engineering Project Management
EXTRACURRICULARS: Swimming, Muay Thai, Sprint Triathlon, Reading, Illustration