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 and launched an internal website from scratch, used by more than 70 employees in four countries, as an onboarding and documentation source
• 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.

Arctic Wolf UX Design Intern   Jan 2021–Present

Designing clean experiences for security engineers and leading accessibility-focused UX team processes.

INVOLVEMENT

The Aphrodite Project Design Lead   Mar 2020–Present

Designed our first website from scratch and reinvented the brand.

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.

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
                   Bootstrap
Visuals   C++
                   Python
Photoshop
Illustrator

OTHER EXPERIENCES

Hack the North

HackPrinceton

UW WiCS Panelist

UW Muay Thai

MultiSport Sprint Triathlon

Kleiner Perkins Finalist