

CAROLINA LI

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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 two upcoming player-facing products.
- Designed an onboarding and documentation site to share knowledge for a social experience product; currently used by 70+ teammates in four countries.
 - Redesigned a component for a major product used by 100k active players.
 - 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
	Bootstrap
Visuals	C++
Photoshop	Python
Illustrator	

OTHER EXPERIENCES

Hack the North
HackPrinceton
UW WiCS
UW Muay Thai
MultiSport sprint triathlon
The Aphrodite Project