

Chang Li

UI/UX Designer

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EXPERIENCE

The Growth Exchange | UI/UX Designer Intern

July 2020 - September 2020, Los Angeles, California, United States

I developed a new logo and landing page for GX, re-branded "Parle" and participated in Parle's comprehensive branding guide through Adobe Indesign. In addition, Using Adobe Illustrator, I also designed a set of original characters "Pi", which is the "guide" of the Parr brand, guiding visitors through the brand and introducing the service on the landing page. During the internship, I also designed the landing page of the website of Fears Nachawati Law Firm with my team members.

Jiang Shan Design Company | Graphic Designer

September 2016 - June 2018, Shenyang, China

Jiang Shan design company is a private graphic design company in China, undertaking various types of design work. Since I joined the company in 2016 and became a graphic designer, I have carried out a variety of project design work for various industries across the country. For example, brand design, packaging design, poster design, logo design of new companies, UI design of new app development, illustration design, etc. Our clients come from all over the country and even overseas, and I am always passionate about every client and project.

Jilin Arts And Crafts Import And Export Company

Assistant Designer

June 2016 - August 2016, Jilin, China

I assisted designers in design work according to current market development trends and I also assisted in the completion of Illustrations of effect about the design works. Also, I prepared material for the proofing of design works.

EDUCATION

Academy of Art University | Master of Arts

Web Design And New Media

September 2018 - December 2020, San Francisco, CA, United States

Shanxi University of Finance And Economics

Bachelor of Arts

Visual Design, September 2014 - June 2018, Shanxi, China

SKILLS

Design

User Experience Design
User Interface Design
Interaction Design
Corporate branding
Advertising familiarity
Information Architecture
User journey map
Digital Illustration
Website design
Visual Design
Logo creation
Product Design
User Personas
User Research
User flow
Wireframing
Storyboards
Prototyping
Hand drawing

Coding

Creative coding
HTML
CSS

TOOLS

Design

Adobe Creative Cloud
Photoshop
Adobe XD
Premiere Pro
After Effects
Illustrator
InDesign
Principle
Invision
Sketch

Research

Statistical Analysis
Competitive analysis
Marketing Research
User testing
Interview
Survey

CERTIFICATIONS & AWARDS

AD Campus
Third Prize 2016
Graphic Design Popularity

The traditional Chinese painting
Highest Level Certificate