Junction (Junxian) Li

junctionli16@gmail.com | (587)-966-4884 | 424 10th ST NW, Calgary
https://www.junctionli.com | LinkedIn: linkedin.com/in/junxian-li-junction/
* Authorized to Work in Canada (No Visa Sponsorship Needed) *

Professional Profile

- A soon-to-graduate software student with a master's degree in accounting, skilled in working with data and numbers, good at communication and coordination, seeking a role as a Web Designer.
- Skilled in **WordPress, HTML, CSS, JavaScript, Python, SQL** and **Google Analytics**, with experience creating user-friendly websites and developing branding for five local beauty startups.
- Strong understanding of **SEO** practices and the ability to measure the success of marketing campaigns using analytics tools.
- Skilled in event **photography**, **videography**, **Canva**, **Lightroom** and **Photoshop**, creating logos and posters that deliver compelling marketing materials and drive engagement.
- For more project details, please visit my personal website https://www.junctionli.com

Education

Diploma of Software Development with GPA 3.97	Sep 2023 - Apr 2025
Southern Alberta Institute of Technology	
MSc Accounting, Governance & Financial Management with Merit	Sep 2017 – Jan 2019
University of Sheffield (UK)	

Experience

SAIT Capstone Project -Orbit Inventory Management System   Sept 2024 – April 2025

- Designing the user experience (UX) for a client in the design phase using **Figma** involves creating wireframes, prototypes, and user flows to ensure an intuitive and visually appealing interface. This process includes gathering client requirements, iterating design concepts, and refining interactions based on usability principles.
- Developed an inventory management solution using **Next.js**, **React**, and **TypeScript** for scalability and efficiency.
- Integrated Firebase for real-time data synchronization, secure storage, and user authentication.
- Designed and implemented **RESTful APIs** to enable seamless communication between the client and server.
- Built features like inventory tracking, role-based access control, and automated low-stock notifications.
- Ensured a user-friendly interface and optimized performance for streamlined inventory operations.

Web Designer & Developer | 5 companies in Beauty Industry (Calgary, Canada)   Apr 2024 - Till Now

- Developed and executed tailored marketing and communication strategies for 5 small to medium size local businesses in Calgary, including designing and launching secure, user-focused websites with booking functions.
- Created and managed branding materials, providing professional photography, high-quality photo editing, and custom logo/poster designs using **Adobe Photoshop, Lightroom** and **Canva**, ensuring cohesive and impactful messaging.
- Optimized online visibility by improving **SEO** through keyword analysis, content creation, and enhancing website structure, resulting in significant increases in organic traffic and search engine rankings.
- Leveraged data analytics tools such as **Google Analytics** to monitor website performance and customer conversion rates.
- Provided strategic social media consulting, advising on platform optimization to effectively promote brand awareness and engage target audiences.
- Projects' Details:

Multimedia Assistant | Harmony the Musical (Calgary, Canada)   May 2024 – Dec 2024

- Regularly updated and maintained website content using WordPress, ensuring alignment with branding guidelines and marketing strategies to enhance user engagement and optimize site performance.
- Conducted high-quality photo and video shoots for rehearsals, interviews, stage photos, and performance using professional equipment, including planning, on-site shooting, and post-production editing.
- Produced social media (such as YouTube) video content, ensuring quality and brand consistency, while optimizing titles, descriptions, and tags to improve search results and engagement.
- Set up **cloudHQ** to manage email subscribers, gaining hands-on experience in its features for streamlining email communication.

Bond Trader | Colight Asset Management Co.,LTD (Shanghai, China)   Jul 2019 - Jul 2023

- Collaborated with brokers to negotiate competitive trading prices, managed high-frequency trading for large-scale funds, and prepared financial reports to support decision-making.

Junior Financial Consultant | Mazars (Shanghai) Co., Ltd (Shanghai, China)   Jan 2019 - Jul 2019

- Maintained strong client relationships by providing tailored financial advice, conducting performance reviews, and delivering personalized strategies through proactive engagement.

SKILLS

- **Programing**: Python, JavaScript, C#, SQL, Next.js, React, React Native, WordPress
- **Visual Design**: Adobe Photoshop, Canva, Lightroom, Figma
- **Analyst**: Google Analytics, Wind, Excel

CERTIFICATES

- Google Digital Marketing & E-commerce Professional Certificate
- AWS Cloud Support Associate Specialization
- Meta Front-End Developer Specialization
- First Aid & CPR/AED Level C, Red Cross - Awarded 2023

AWARD

Google Dev Fest Calgary - Gemini Game Pitch Competition - 3rd Place Winner   Nov 16, 2024

VOLUNTEER

Choir Member in St. Barnabas Anglican Church   Aug 2023- Till Now
Wing Kei Walkathon Photographer   June 2024
SPLC remote graphic designer   Apr 2024
Cashier in Cowboy Casino   Aug 2023

LANGUAGE

- English
- Mandarin