

# Junction (Junxian) Li

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\* Authorized to Work in Canada (No Visa Sponsorship Needed) \*

## Professional Profile

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- A software developer with a master's degree in accounting, skilled in working with data and numbers, good at communication and coordination.
- Skilled in **Wix, WordPress, HTML, CSS, JavaScript, TypeScript, React, C#, Python and SQL**, with experience creating user-friendly websites and developing branding for 5 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

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**Diploma of Software Development with GPA 3.99**

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

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**Event and Fund Development Assistant | Wing Kei Care Centres (Calgary, Canada)**

Apr 2025 - Till Now

- Provided **technical support** for staff and volunteers during major fundraising events, including troubleshooting hardware/software issues, managing AV setups, and ensuring smooth operation of digital tools.
- Redesigned the Walk for Wing Kei website by using **Wix** to improve usability and mobile responsiveness.
- Designed posters, brochures, and digital graphics for major events like the Golf Tournament by **Adobe Creative Suite**.
- Created newsletter layouts and visuals to enhance readability and branding by **Mailchimp**.
- Produced social media graphics and videos using **CapCut** and **Canva** to support outreach and engagement.

**Web Designer & Developer | 6 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**.
- 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:

<https://www.newfacecalgary.ca/> <https://www.me aesthetics.ca/> <https://www.mzsbeautysalon.ca/>  
<https://www.tattoooff.ca/> <https://www.heybeautymedispa.com/>

### 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.
- 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.

### 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

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

## CERTIFICATES

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- 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

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Google Dev Fest Calgary - Gemini Game Pitch Competition - 3<sup>rd</sup> Place Winner

Nov 16, 2024

## VOLUNTEER

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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