

Kelly Li, Designer
kellyli.me

TECHNICAL SKILLS

Sketch
Photoshop, Illustrator
Framer JS
HTML/CSS
Javascript/jQuery
Python

EDUCATION

University of Waterloo
Systems Design Engineering
Class of 2018
Dean's List

CONTACT

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SUMMARY

Holistic, product focused designer with emphasis on usability and relentless attention to detail. Experienced with all steps of product design from user research, roadmapping, designing metrics, creating mockups, prototyping, to technical front-end implementation.

EXPERIENCE

Product Design Intern, Facebook

Jun - Aug 2017

- Designed a mobile financial service Messenger bot platform that integrates with local partners, currently launched in the Philippines
- Introduced system for viral growth by leveraging users' existing Messenger graphs, including features such as payment sharing and product referrals
- Extracted user needs and product understanding from in-field research, through participant testing of high fidelity Framer prototypes
- Introduced a new navigation paradigm into the Messenger bot platform to facilitate feature discovery, understanding, and specific partner needs

Product Design Intern, Palantir

Sep - Dec 2016

- Designed map based dashboard integrating security, routing, and inventory data to make humanitarian aid delivery safer and more efficient
- Conducted bi-weekly user research calls with partners in Lebanon to gather product requirements and synthesized results into actionable insights

Product Design Intern, Quora

Jan - May 2016

- Designed and improved the notification system and established platform guidelines to ensure consistency across notifications
- Launched a new layout of mobile Question feed, significantly increasing answers written from mobile apps
- Designed in browser and brought static concepts to life with Python, Javascript, and CSS across all web and mobile platforms

Product Design Intern (KPCB Fellow), Uber

May - Aug 2015

- Designed the SPOT lights (now named Beacon) feature, making it easier for riders to find their driver by lighting up their ride with a custom color
- Increased usage of suggested pickup points through contextual exposure with intuitive interactions that maintains overall simplicity of the requesting flow
- Designed the uberPOOL rider count feature and count mismatch recovery flow to enable uberPOOL trips with 3 different pickups

UI/UX Designer Intern, 500px

Jan - May 2014

- Designed beautiful, intuitive web user interfaces for sharing and discovering photography for one of Canada's top startups
- Collaborated closely with developers on crafting new features focused on a high quality user experience and usability