

**Kelly Li, Designer**  
Portfolio: kellyli.me

## TECHNICAL SKILLS

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

## EDUCATION

University of Waterloo  
Systems Design Engineering  
Class of 2018

## CONTACT

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## SUMMARY

Holistic, product focused designer with emphasis on usability and relentless attention to detail and visual execution. Experienced with all steps of product design from feature planning, creating static mockups, prototyping, to technical front-end implementation.

## EXPERIENCE

### 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 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