

**KELLY LI** Portfolio: kellyli.me  
**PRODUCT DESIGNER** Email: kelly.li.chang@gmail.com  
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## TECHNICAL SKILLS

Adobe Photoshop  
Adobe Illustrator  
Python  
HTML/CSS  
Javascript/jQuery

## 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, crafting polished mockups and user- testing, to technical front-end implementation

## EXPERIENCE

### Product Designer, Quora

*Aug - Dec 2014*

- Redesigned the writing experience on Quora.com from the ground up, achieving the goal of increasing generation of high quality content and collecting better signals of a user's expertise
- Provided solutions to system thinking heavy design problems, such as how stories in all feeds across the product communicate their connection to the user
- Designed mostly in browser and brought static concepts to life with production ready code in Python, Javascript, and CSS

### UI/UX Designer, 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
- Created pixel perfect mockups consistent with 500px's style through numerous iterations and attention to detail
- Coded responsive prototypes with HTML/CSS and JavaScript

### Lead mobile UI/UX Designer, uMentioned

*Jan - May 2014*

- Designed a mobile social networking app for college students
- Attracted over 30,000 users within first month of launch and over a million interactions daily

## EDUCATION

### University of Waterloo, Canada

Bachelor of Applied Science  
(Systems Design Engineering)  
Expected Graduation: May 2018