

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

INTERESTS

Podcasts
Hip hop music
Photography

CONTACT

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647-782-0951

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

ACHIEVEMENTS

Deans List, 2013 - 2015
Ranked 1st in class Winter and Fall 2015