

**KELLY LI** Portfolio: kellyli.me  
**PRODUCT DESIGNER** Email: kelly.li.chang@gmail.com  
Phone: 647-782-0951

---

## 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*

- Focused on improving Quora's feed and writing experience to increase user engagement while maintaining content quality
- Provided design solutions based on product intuition, qualitative user research findings, and quantitative experiment results
- Developed product principals to guide future design decisions and maintain a cohesive overall product
- Designed in browser and brought static concepts to life with Python, Javascript, and CSS across all web and mobile platforms

### 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