Siqi(Grace) Li

Phone: 902-412-7047
Email: Siqi.Li@dal.ca
Location: Halifax, Nova Socia, Canada
Portfolio: www.lisiqiqiqi.xyz
Date: Apr 9 ,2022

Dear Hiring Manager,

I am excited to be applying for the Product Designer position. This specific role perfectly captures what I hoped to achieve as a Product Designer when starting my career journey. Please see my resume and make consideration. Here is why I think I can help:

I was an international student in the Master of Internetworking program during 2019-2021. Now, I am a freelance designer. I am eligible to accept full-time employment.

I have a bachelor's degree (2018) in Computer Science in China, and I achieved a master's degree in Engineering with Internetworking at Dalhousie University (2021). As a student, I did well in regular courses, and for my interest, I have learned design software such as Figma, Sketch, and Principle. During this time, I developed self-learning, design, and visual skills and these efforts enhanced my web design background.

As a UI/UX Designer, I often have six steps to work: Empathize, Define, Ideate, Prototype, Test, and Implement. These steps are always a cyclical process. When I did my first job, I was a UX/UI Designer Assistant internship at a medical equipment company named TongXin Medical Inc. in China (2017). I collaborated with team members to create a mobile app interface for the healthcare system. Optimized the patient registration process interface to increase online patient registration, reduced patient traffic during peak appointment times, and increased physician consultations by 1.5% per day. Assisted UX designers in creating wireframes for the medical program and wrote weekly summary reports of work content.

My second job was at *Meituan*(2018), one of the Chinese most popular delivery companies. My role was user research which searched and gathered information about product design based on user empathy. For example, identify specific reasons for customer loss at each level and plan design strategies to improve customer retention. Used linear thinking to track products and plugins used by users and get feedback. Optimized shopping carts and user payment interfaces in cooperation with designers. Identified the

causes of negative feedback on product design, designed storyboards and wireframes, provided the information from the analysis to the appropriate UI designers and participated in discussions about options. Wrote reports and participated in design optimization of the product.

I am now a freelance UI/UX designer, and I showed three academic projects on my portfolio: G-Garden, DELICIOUS, and Lee Hotel. G-Garden combined planting and NFT together. Meet the needs of plant lovers and NFT lovers and increase the value of plants. DELICIOUS was created with the background of Covid-19, allowing users to share food securely. Lee Hotel provides a better user experience and helps travelers book their ideal room through a visual selection interface. I have web skills based on HTML, CSS, and JavaScript, which I practiced building my portfolio website (https://www.lisiqiqiqi.xyz).

In short, I am a person with enthusiasm for working and I hope I can contribute my strength to the company. I am a creative thinker who actively engages stakeholders in identifying opportunities and resolving problems. For this position, I have the necessary skills and strong initiative, strengths that lead me to believe I will excel at this position. I am looking forward to further discussing my qualifications and invite you to contact me with any questions.

Thanks for your consideration.

Sincerely,
Grace Li