

# Siqi Li M.Eng.

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## SUMMARY

Creative and detail-oriented User Interface Designer with a proven track record of designing intuitive, engaging, and user-friendly digital experiences. Skilled in creating and updating page and fragment content using templates and structured content models, while ensuring alignment with user needs and business goals. Proficient in developing design concepts, managing content launches, and optimizing digital assets, including localized content synchronization. Experienced in applying metadata and tags, conducting usability testing, and analyzing user feedback to drive data-informed design decisions. Adept at implementing accessibility best practices and collaborating closely with developers to ensure accurate design execution. Strong technical skills in design environments. Passionate about delivering seamless user experiences through wireframes, prototypes, and iterative design processes.

## SKILLS

- Figma
- Photoshop
- Adobe XD
- Illustrator
- Prototyping
- Principle
- HTML
- CSS
- Wireframing
- Storyboarding
- Persona
- UX Flow

## EXPERIENCE

### UI/UX Designer Wavehex Technology Inc. | Apr 2023 - Current

#### Skills: Prototyping | Management | Storyboarding | Wireframing | Persona

- Skilled in creating user personas, flow diagrams, and journey maps to inform design decisions and enhance user experiences.
- Illuminated design principles and reasoning to clients and explain the iterative process.
- Maintained and updated design systems, style guides, and pattern libraries to ensure consistency across multiple product lines.
- Proficient in creating wireframes, user flows, and functional specifications to support agile development teams.
- Collaborated with cross-functional teams to implement scalable design solutions, improving efficiency and reducing development time.
- Established and documented design standards to ensure alignment with brand guidelines and user experience best practices.
- Experienced in adapting design artifacts during project sprints to align with user feedback and technical feasibility.
- Advocated for design strategies that balanced user needs with business objectives, contributing to a 20% increase in user engagement.
- Demonstrated ability to communicate design decisions and processes effectively in both verbal and written forms, bridging the gap between design and non-design stakeholders.
- Committed to staying up-to-date with industry trends, best practices, and new technologies in UX design, fostering a culture of innovation within the team.

## **Instructor** Dalhousie University | Canada | Jul 2023 - Apr 2024

### **Skills:** Management| Infrastructure| Troubleshooting| Security| Programming

- Trained students for program and laboratory experiment support with development.
- Delivered comprehensive guidance to prospective students via email and in-person meetings, contributing to informed decision-making and increased application completion rates.
- Tracked student progress within programs, proactively addressing concerns and escalating issues to coordinators or the Director to ensure academic success.

## **Network Support Engineer** Dalhousie University | Canada | Mar 2022 – Jun 2023

### **Skills:** Management| Internetworking| Wireframing| Programming| Troubleshooting

- Strategically designed user-centric solutions with a focus on long-term impact, ensuring alignment with business goals and technical feasibility.
- Skilled in analysing complex business requirements and converting them into detailed technical requirements for implementation.
- Proficient in designing and implementing network solutions compliant with network technology, security, and architecture standards.

## **Product Designer & Management**

Freelancer | May 2019 - Current

### **Skills:** Prototyping | Storyboarding | Wireframing | Persona | Programming

- Worked with the client to translate specific business goals into user-centered web and mobile design solutions
- Gathered user search information in our agile team, created low-fidelity models of the site and converted them into high-fidelity models for use by the development team
- Illuminate design principles and reasoning to clients and explain the iterative process.
- Collaborated with peers and other design team members to discuss product enhancements and features.
- Experienced in developing interactive prototypes and conducting user testing to validate design concepts and iterate based on feedback.

## **EDUCATION**

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### **Master of Engineering:** Internetworking

Dalhousie University || Halifax, NS | May 2021

### **Bachelor of Computer Science:** Computer Science and Technology

Heilongjiang Bayi Agricultural University || China | June 2018

## **WEBSITES, PORTFOLIOS, PROFILES**

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- Portfolio: <http://siqidesign.com/>
- GitHub: <https://github.com/SiqiLi0125>
- LinkedIn: <https://www.linkedin.com/in/siqi-li0125/>