ZHONGCHI (LEO) LI

I am a dependable team player with 4+ years of project-developing and problem-solving experience in groups. I am a self driven and ambitious entrepreneur who is not afraid to take on challenges and contribute to the organizational objective.

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EDUCATION

University of Waterloo
Bachelor of Computer Science
Expected Graduation: 2024

SKILLS

Development	Design
Java	Figma
C	Framer
C++	Photoshop
Git	Wix
HTML	
CSS	
JavaScript	

CERTIFICATION

Responsive Web Design Certification (freeCodeCamp)

Completing The Web Developer Bootcamp on Udemy

EXPERIENCE

Lead designer
Joya Travel & Lifestyle | April - August 2020

Worked closely with the team and established brand identity by designing branding guidelines that includes logo, colour scheme and font choice, accurately conveying company's core values

Designed and constructed all websites using Wix, delivering smooth user experience for both desktop and mobile viewers

Built cohesive app prototypes on Framer with intuitive and consistent interface that provides easy navigation

Co-Founder
Meraki District Clothing Brand | Nov 2016 - Mar 2019

Designed, produced, marketed, and sold over 300 products both online and through pop-up booths

Developed strong relationships with supplier and customers by delivering excellent communication and consumer service

PROJECTS

Web developer
Personal Portfolio Website

Built a responsive portfolio website using HTML and CSS showcasing personal projects; deployed using GitHub Pages

UI/UX designer
UW Schemath - Course Selection Website Prototype

Designed friendly website prototype that better the course selection process for Waterloo students with Figma

Saved on average 6 actions to add a course to a student's schedule by applying mouse hovering effects and the drag and drop process to place courses in time table

Implemented wieldy course-maps page with goal-setting functions to guild students to build a clearer future plan