# REBECCA LI

✈ hi@becca.li          ▣ becca.li          ◉ dribbble.com/bxli          Ⓜ @bxli

I'm a purposeful designer, who is deliberate and logical. I seek the functions that impact the forms through designing with empathy and by being data informed. Over the years, I've created impactful design solutions for a variety of industries by utilizing a combination of science and creativity in my design process.

## EXPERIENCE

### TANGO.ME // MOUNTAIN VIEW, CA

Social & Messaging Applications                          10.2014 - Present

**Senior Product Designer** responsible for Tango's messaging and social features across all platforms

- Led a strategic redesign that focused the core application on messaging and migrated social features into a seperate application.

- Redesigned the Discover experience of the application, which resulted in an increase in engagement and 13% increase in daily revenue.

- Established interaction design processes such as, flow creation, graybox design, and wireframing standards to efficiently produce visual designs.

- Facilitated and led the creation of scalable component libraries and style guides for efficient buildout of future initiatives.

- Worked closely with executives, including CEO and CTO, on projects such as strategic partnership proposal presented to Board of Directors.

- Collaborated with our UX Researcher on user tests that influenced the decision of breaking out the social features into a different application.

## EDUCATION

### SAN JOSE STATE UNIVERSITY

BA Graphic Design                                        Graduated 2011

## AWARDS

### LINKEDIN HACKHERTHON

Third Place                                              2013

Every year LinkedIn holds a hackathon. My team created Link-a-Ride, which is a product that empowers women to utilize their professional connections on LinkedIn for ride sharing.

## SKILLS

- Platforms: Android, iOS, Web
- Toolbox: Sketch, Photoshop, Illustrator, Principle, Invision, html/css

## STRENGTHS & ATTRIBUTES

self-starter, loves a good challenge, does not crumble under stress, laughs at almost all jokes, encourager, dog lover

### RECURLY, INC // SAN FRANCISCO, CA

Subscription Billing Management Platform                 05.2014 - 10.2014

**UI Designer** responsible for creating user driven design systems for consumer and enterprise products

- Adapted "Lean UX" methodology to solve complex UX problems for efficient growth of Recurly's business owning customers.

- Collaborated on the redesign of Recurly's core management platform with a team of designers. Utilized Atomic Design System to drive the creation of a living style guide and a scalable component library.

- Created integrable components and designs for Recurly.js for consumers to use for growing businesses efficiently.

### QUOTIENT // MOUNTAIN VIEW, CA

Formerly Coupons.com, digital coupons platform          07.2011 - 04.2014

**Lead UI Visual Designer** for Coupon Codes and Before I Shop ecommerce products

- Proposed and implemented strategic design systems for the redesign of Coupon Codes to increase user engagement, growth, and drive organic traffic to the site.

- Created and utilized design patterns to form effective solutions that are familiar and able to be repurposed for repetitive experiences.

- Conducted "Customer Wednesdays," a bi-monthly research session to speak directly with consumers (both in-house and offsite).

**Visual Marketing Designer** creating consumer marketing creatives across a wide range of web marketing projects

- Collaborated with cross functioning teams to form communicative processes.

- Led the design update for Grocery IQ mobile application, an intelligent grocery list creation application.

- Collaborated with the development team to streamline an agile process. Wireframed and prototyped designs to communicate interaction needs to ensure designs were successfully developed for launch.