# EMILY LI

## UX/UI Designer

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## Education

### Brainstation Vancouver | UX Design

2022 / Vancouver, Canada

- Certificate - UX Design

### Simon Fraser University | Interactive Arts & Technology

2021 / Vancouver, Canada

- Bachelors of Arts  - UX/UI Design

## Projects

### YouTube UX Redesign | Mobile App Platform

Jun - Aug, 2022 (ongoing)  / Brainstation Project & Solo Passion Project

- Conducted user research interviews and user testing
- Restructured the overall space of the current YouTube app and addressed the issue of the lack of a dedicated space for live streaming
- https://helloemerie.ca/YouTubeRedesign.html

### Medical Device & App Design | Nodus App

Sep - Dec, 2020  / SFU SIAT 481 (Team of 4)

- Designed a device and an app for fake company, NODUS. The product is a PTSD couping assistant for users to better help them relieve episodes
- Conducted interviews, surveys and consulted with industry expert to propose a product that can be potentially useful in the real world
- https://helloemerie.ca/Nodus.html

### Interface Design for a Sharing Economy Company | Sawyer App

May - Aug, 2020 / SFU SIAT 334 (Team of 4)

- Designed an iOS app for a service company to find and hire licensed professions. A platform for local contractors and home owners to easily connect.
- Focused on the experience from sign up page to booking and payment.
- https://helloemerie.ca/Sawyer.html

## Related Experience

### Freelance Video Editing | Emily Li

Aug 2021 - Ongoing / Vancouver, Canada

- Edit videos for clients to use on their business platforms (specifically real estate videos)

## Skills

### Design

UX strategy,
User flows,
User-centered design
Concept sketches,
Experience mapping,
Wireframing,
Prototyping,
Mockups,
HTML5,
CSS

### Editing

Video Editing,
Motion Graphics,
Photoshop

## Tools

### Design

Figma, Adobe XD,
Photoshop, Illustrator,
After Effects

### Project Managment

Notion, Google Sheets