EMILY LI
UX/UI Designer

hello.li.emily@gmail.com   hello-em.github.io/Portfolio   IG: @hello.emerie   778-896-9522

Education

Simon Fraser University | Interactive Arts & Technology

2021 / Vancouver, Canada

- Bachelors of Arts Dipolma - UX/Ui Design

Projects

Medical Device & App Design | Nodus App

Sept - 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 within a semester to propose a product that can be potentially useful in the real world
- https://hello-em.github.io/Portfolio/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://hello-em.github.io/Portfolio/Sawyer.html

Experience

Freelance Video Editing | Emily Li

Aug 2021 - Ongoing / Vancouver, Canada

- Edit shot videos forclients to use on their business platforms, specifically working with real estate videos

Customer Experience Associate | Best Buy Canada Ltd

Oct 2021 - Feb 2022 / Vancouver, Canada

- Analyze customer's needs on an ongoing basis to assist in identifying and recommending enhancements.

Skills

Design

UX strategy,
User flows,
User-centered design
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Branding,
HTML5,
CSS

Editing

Video Editing,
Motion Graphics,
Photoshop

Tools

Design

Figma, Adobe XD,
ProtoPie, Photoshop,
Illustrator, After Effects

Project Managment

Milanote, Notion,
Google Sheets