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