EMILY LI

UX/UI Designer

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Projects

YouTube UX Redesign | Mobile App

Jun - Aug, 2022 / 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 | Wristband Wearable

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

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

Interface Design | Mobile App

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

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

Related Experience

Freelance Video Editing

Aug 2021 - Ongoing / Vancouver, Canada

- Edit videos for clients to use on their business platforms (specifically real estate videos)
- Created motion graphics to aid in visually presenting the content of the videos
- https://helloemerie.ca/freelance-work.html

Print Production Design Mentor | Artona Inc
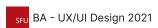
Sep 2016 - May 2018 / Vancouver, Canada

- Overlooked and assisted yearbook production for high schools
- Guided about 10 - 20 students weekly through Adobe InDesign and Photoshop
- Planned and organized deadlines to meet final production needs

Education

Brainstation Vancouver

🧠 UX Design Certificate

Simon Fraser University

SFU BA - UX/UI Design 2021

Skills

Design

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

Editing

Video Editing, Photoshop
Motion Graphics

Tools

Design

Figma, Adobe XD, Photoshop,
Illustrator, After Effects,
Premiere Pro

Project Managment

Notion, Google Sheets