Ella Li

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EDUCATION

University of Waterloo — Sept. 2023 – Jun. 2027
Bachelor of Global Business and Digital Arts

EXPERIENCE

Product Design Intern — Sept. 2025 – Dec. 2025
EnStream — *Toronto, ON*

- Redesigned AI-driven fraud and identity workflows for mobile intelligence APIs used by **10+** enterprise customers.
- Analyzed **100k+** user interactions to conceptualize, prototype, and launch A/B tests, balancing trade-offs between business requirements and user needs within a complex fintech environment.

Product Specialist — May 2024 – Jul. 2025
Skechers — *Waterloo, ON*

- Drove individual apparel sales by **2%** month-over-month and accessory sales by **1%** month-over-month.
- Ranked in the **top 3** associates for weekly sales, consistently contributing to store revenue targets.
- Built strong connections with customers, earning a promotion to **Kids Specialist** and generating repeat customers who requested me by name.

Outreach Coordinator — Feb. 2022 – Jun. 2022
RecruitForMe — *Toronto, ON*

- Drove outbound outreach to prospective customers, increasing trial onboardings by **15%** and contributing to a **5%** uplift in qualified sales opportunities.
- Collaborated **cross-functionally** with sales to refine outreach messaging and value propositions, incorporating call feedback to better resonate with target customers.
- Built Excel-based tracking to monitor outreach performance and research insights, helping prioritize high-intent leads and shape future campaigns.

LEADERSHIP

VP of Marketing | *University of Waterloo's Chinese Student Association* — Sept. 2025 – Present

- Led a team of **13** across **4+ concurrent** projects, delegating work with clear timelines, weekly checkpoints, and detailed project briefs to keep delivery on track.
- Boosted social media presence by over **30% within 90 days** (5K+ followers on Instagram) by launching new content initiatives and curating projects around team members' strengths and audience needs.
- Championed creation and implementation of a robust marketing procedure, significantly enhancing marketing documentation efficiency and streamlining the handoff process, resulting in a **12% reduction** in turnaround times.

PROJECTS

Rockstar Rebranding | *Adobe Illustrator, Photoshop, Premier Pro, Figma* — Jan. 2025 – Mar. 2025

- Led a **comprehensive rebrand** for Rockstar Energy Drink, **modernizing** the visual identity while preserving the brand's bold, energetic essence.
- Tested the rebrand's perceived gender inclusivity through a **focused survey** and adjusted visual decisions in response to user feedback.

SKILLS AND TOOLS

Development: HTML/CSS, JavaScript, Rapid Prototyping
Product Strategies: Agile/Cross-functional Collaboration, Data-informed Design, Roadmapping, Stakeholder Management
Research & Testing: Accessibility (WCAG), A/B Testing, Usability Testing
Tools: Adobe Creative Cloud, Blender, Canva, Figma, Microsoft Excel, Power BI, PowerPoint, Word
UX: Information Architecture, Interaction Design, Motion, UI/UX, User Research, Visual Design