

# Jeffery Li

Student/Designer

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Portfolio [www.jefferyli.com](http://www.jefferyli.com)

## Education

### University of Waterloo

Candidate for Honours, Bachelor  
of Global Business and Digital Arts

September 2016 - Present

Major GPA: 3.7/4.0  
Overall GPA: 3.41/4.0

## Skills

Adobe After Effects	Figma
Adobe Illustrator	HTML/CSS
Adobe InDesign	InVision
Adobe Lightroom	Javascript
Adobe Photoshop	Photography
Adobe Premiere	Sketch

## Extra-Curriculars

### Designer

[Hack the North](#) Feb. 2017 - Present

- Assisted with re-designing the visual and user experience of the Hack the North 2017 mobile app
- Designed the website for our April fool's joke and worked with front-end devs to implement the website

### Marketing Representative

[Laurier Canadian Asian Student's Society](#) Oct. 2016 - Apr. 2017

## Work Experience

### Graphic Designer

[Federation of Students](#)

Sep. 2017 - Present | *Waterloo, ON*

### Visual & User Experience Designer Summer student

[Royal Bank of Canada](#)

May 2017 - Aug. 2017 | *Toronto, ON*

- Used primary and secondary data to synthesize and create research insights and problem statements
- Designed a tool that assists user researchers with recording their research process and sharing it with other employees
- Worked on the user research tool from start to finish including pre-discovery to some front-end development using React

### Designer/Photographer

[Freelance](#)

Apr. 2016 - Apr. 2017

- Worked with clients to create an exceptional product such as a logo or poster, and as well as negotiate and handle payment
- Worked with clients such as Anytime Fitness Waterloo Region to photograph events and/or promotional material

### Graphic Designer/Jr. Art Director Intern

[Winged Canvas](#)

Apr. 2016 - Apr. 2017 | *Markham, ON*

- Create promotional material for corporate communications
- Rebranded the Winged Canvas Art Hub and designed signage, business cards, and logo
- Produce and conceptualize logos and other promotional materials for clients such as LargeTiles.ca and Success Tutorial School

## Achievements

### 2nd Place

**a16z Battle of the Hacks 2017** Jun. 2017 - Menlo Park, CA

### 2nd Place

**Clear Spider UI/UX Case**

**Competition**

Feb. 2017 - Waterloo, ON