

Jeffery Li

designer

jefferyli.com

[linkedin.com/in/jefferylii](https://www.linkedin.com/in/jefferylii)

jeffery.li@uwaterloo.ca

647 926 9365

Creative

Sketch

Figma

Origami Studio

InVision

Illustrator

Photoshop

After Effects

InDesign

Lightroom

Premiere Pro

Code

HTML

CSS

JavaScript

Processing

Education

University of Waterloo

Bachelor of Global Business & Digital Arts

Expected graduation in June 2020

Awards

2nd Place

a16z Battle of the Hacks 4.0

Jun. 2017 - Menlo Park, CA

2nd Place

Clear Spider UI/UX Case Competition

Feb. 2017 - Waterloo, ON

Experience

Federation of Students

Graphic Designer - Sep. 2017 - Current

Designing marketing and promotional materials such as logos, posters, etc. for commercial services at Feds

Collaborate with the Marketing Coordinator and Design Lead to create marketing campaigns for Feds' events

Currently rebranding the UW student's pub, The Bombshelter Pub

RBC Royal Bank

Visual & UX Design Intern - May 2017 - Aug 2017

Synthesized primary and secondary data to create research insights and problem statements

Designed the interface for Curation, an RBCx project, under a strict timeframe

Collaborated with other co-ops to design RBC Pathway, a tool for UX designers and researchers to record and share their processes with other employees

Winged Canvas

Graphic Design/Jr. Art Dir. Intern - May 2016 - Sep. 2016

Created promotional and marketing materials for corporate communications

Branded the Winged Canvas ArtHub and designed logos, business cards, and signage

Conceptualized and produced logos and marketing material for clients, such as Success Tutorial School

Community

Hack the North

Designer - Feb. 2017 - Current

Redesigned user experience and visual interface for our mobile app, collaborating with designers and developers

Lead the design of the Hack the Throne website and collaborated with developers to implement the website

UW/UX

General Member - Sep. 2017 - Current