Jeffery Li

designer

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Creative

Figma
InVision
Sketch
Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Lightroom

Code

HTML
CSS
JavaScript
Processing

Education

University of Waterloo
Bachelor of Global Business & Digital Arts
Expected graduation in Spring 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

Creating marketing campaigns for events, create content and run Fed's comm. services social media accounts

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

RBC Royal Bank

Visual Designer Intern - *May 2017 - Aug 2017*

Used primary and secondary data to synthesize and create research insights and problem statement

Turned around progress of Curation, an RBCx project, by designing their interface amidst a tight deadline

Designed a tool for UX designers and researchers to record their processes and share with other employees

Winged Canvas

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

Create promotional and marketing materials for corporate communications

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

Produce and conceptualize logos and marketing material for clients such as Success Tutorial School

Community

Hack the North

Designer - *Feb. 2017 - Current*

Worked with developers and designers for redesigning the visual and user experience of the mobile app

Designed the Hack the Throne website and worked with developers to implement the website

UW/UX

General Member - *Sep. 2017 - Current*