

Jeffery Li

Student/Designer

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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	Processing
Adobe Premiere	Sketch
Photography	

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 problem framing to some front-end development
- Assisted in the visual design of Curation, a mobile app made by an RBCx Innovation Team

Designer (Work Study) - Dept. of Geography & Env. Mgmt

[University of Waterloo](#)

Apr. 2016 - Apr. 2017

- Create a style guideline that would ensure the consistency of our vector graphics
- Assist a Professor in creating a textbook by designing assets such as infographics, flowcharts, and vector illustrations

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