

# Jeffery Li

product designer

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## Education

### University of Waterloo

B.A., Global Business & Digital Arts

Expected graduation in June 2020

## Skills //Design

Sketch

Figma

Origami Studio

InVision

Illustrator

Photoshop

After Effects

InDesign

Lightroom

Premiere Pro

## Skills //Code

HTML/CSS

JavaScript

Processing

## Awards

### Second Place

a16z Battle of the Hacks 4.0

Jun 2017 - Menlo Park, CA

### Second Place

Clearspider UX/UI Case Comp. Feb

2017 - Waterloo, ON

## Experience

### Deloitte Digital

Jr. Designer | Business Technology Analyst - May to Aug 2018

Rapidly prototyped solutions for various clients as part of the Market Gravity team through creating personas, customer journey maps, and hi-fi prototypes. Tested concepts and prototypes through user interviews and customer testing.

Assisted in developing the market launch strategy for Alberta Cannabis' eCommerce website and as well co-leading the art direction of branding of collateral such as print ready assets and pre-launch website while under strict regulations from the government.

Worked with [Air Canada](#), [AGLC/Alberta Cannabis](#), [Deloitte](#), and [Servus Credit Union](#) as clients.

### RBC Royal Bank

UX & Visual Design Intern - May to Aug 2017

Designed solutions for internal client needs as part of the Employee Digital Experience Architecture team. Assisted in research synthesis, user testing, user interviews, and visual design.

Collaborated with a small team to design RBC Pathway, a tool to empower UX designers and Researchers to record and share their design processes. Participated in the end to end process with user research, UX design, UI design, and development.

### Federation of Students

Designer - Sep 2017 to Present

Designed print and digital assets for multiple businesses under the organization while following brand guidelines.

Collaborated with the marketing team to develop new marketing campaigns to increase sales for the organization's businesses.

## Community

### Hack the North

Product Designer - Feb 2017 to Present

Canada's biggest hackathon where we bring over 1000 students from over 23 countries to build something extraordinary in 36 hours.

Designed tools and apps such as the event day-of app (used by over 500 participants) and worked with developers to implement final designs.