

Jessie Li

jessieli.ca lidel@sfu.ca 778-882-0202

I'm a **UX / UI Designer** with a lot of curiosity and the drive to learn “why”, not just “what”.

EXPERIENCE

Interaction Design Intern / Nokia

May - Dec 2019

- Applied design thinking to create user-centered solutions balancing desirability, viability, and feasibility
- Collaborated closely with a multidisciplinary team to manage evolving product requirements and constraints
- Adapted quickly to a highly technical domain and user, after starting with no domain knowledge

UX/UI Designer / TumblerShare

Jan 2019 - Current

- Designed and launched a cross-platform experience for post-secondary students as the lead UX designer for the student-facing side
- Leveraged insights from user surveys and stakeholder interviews to structure our project roadmap
- Planned and executed usability testing at the end of each design cycle for research-driven iterations

ACCOMPLISHMENTS

2nd place – Seattle Design Charette

2018

- Led a team of five in a 2-week spatial composition project ending in a 2-day design competition, placing 2nd out of 14 teams
- Organized check-ins with team members working in different roles to maintain consistency
- Designed art direction and visuals for the slide deck, through the thoughtful use of typeface, graphics, colours, and image treatment

SKILLS

User-Centered Design

User Flows, Empathy Mapping, User Journey Mapping, Ideation Exercises, Personas, Wireframing

Prototyping

Mockups, Clickthroughs, UI Writing, Visual Design, Animation

User Research

Stakeholder Interviews, Usability Testing, Affinity Diagrams, Surveys

Collaboration

Communication, Conflict Resolution, Problem Solving, Time Management, Affinity Diagramming, Documenting

Technical

HTML5, CSS3, Object-Oriented Programming, Android Development

TOOLS

Sketch / Figma

InVision / Marvel

Abstract / Jira / Slack

Illustrator / Photoshop

Keynote

Microsoft Office

EDUCATION

Simon Fraser University

School of Interactive Arts and Technology

2017 - Current