

# Jessie Li

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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