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# Laura Li

UX&UI design • web development

"I am good at recognizing clients' design styles by using my unique skill set to not only fulfill, but also carry forward their needs. With strong programming skill and well developed design abilities, I am capable of incorporating both skills to develop amazing projects."

## SKILLS

### Design

Figma  
Illustrator  
Photoshop

### Develop

HTML5 & CSS 3  
Bootstrap  
Processing  
Wordpress

### Process

Ideation  
Wireframing  
Prototyping  
User Testing  
Sketching

## EDUCATION

SFU 2011 - 2016

Interactive Art and Technology,  
Bachelor of Science

## HIGHLIGHTS

User Experience Design  
User Center Design  
Website Design  
Graphic Design  
Interface Design

## WORK EXPERIENCE

### Sincubator

### UI & Graphic Designer

Aug 2021 - Nov 2022

#### Tools:

Illustrator,  
photoshop,  
HTML5&CSS3,  
bootstrap,  
figma

#### Skill:

interface design  
front-end development  
interaction design  
communication skills  
graphic & printable design

sincubator.com

An incubator company that translate business goals and objectives into digital experiences mainly for Chinese market.

- Design and created four static mobile responsive websites and related posters. The work process starts with hand drawings, integrated using Figma to create digital prototypes, and finally translated into live sites with HTML5 CSS3 and bootstrap.
- Work with marketing and development team to establish the overall look, graphic elements and content of communications materials.

### Wonderworld Montessori

### Freelancer

Apr 2021 - present

#### Tools:

Illustrator,  
wordpress  
figma

#### Skill:

interface design  
front-end development  
interaction design  
communication skills

wonderworldmontessori.ca

Worked on redesign and rebuild Montessori daycare website project according to clients needs. Currently providing maintenance work.

- Research, ideation, sketch, and test using different quality user experiences for digital products. Communicate with the client, to ensure further refine finally deliverables.
- Using personas, user-scenarios for new applications. Use user flow diagram, conducted user-testing using questions to ensure smooth navigation through the website.