

Laura Li

UX&UI design • web development

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



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SKILLS

Design

| | |
|--------------|-----------|
| After Effect | ● ● ● ● ● |
| Illustrator | ● ● ● ● ● |
| Indesign | ● ● ● ● ● |
| Photoshop | ● ● ● ● ● |
| Premiere | ● ● ● ● ● |

Code

| | |
|-------------|-----------|
| HTML & CSS | ● ● ● ● ● |
| Java | ● ● ● ● ● |
| JavaScript | ● ● ● ● ● |
| PHP & MySQL | ● ● ● ● ● |
| Processing | ● ● ● ● ● |

Process

| | |
|--------------|-----------|
| Ideation | ● ● ● ● ● |
| Wireframing | ● ● ● ● ● |
| Prototyping | ● ● ● ● ● |
| User Testing | ● ● ● ● ● |
| Sketching | ● ● ● ● ● |

WORK EXPERIENCE

Front-End Developer

WeChatGoGo

May 2015 - Aug 2015

Tools:

Illustrator,
photoshop
PHP
HTML&CSS

Skill:

interface design
interaction design
communication skills

A Social Media Start-Up for local Chinese market using the WeChat platform.

- Created four 10 page mobile websites. Started with hand drawings, then used Illustrator to create digital prototypes, finally translated in to live sites with PHP.
- Designed a suite of interfaces for "WeTicket" using Illustrator. Created 3 personas, 6 user-scenarios for a new application. Conducted user-testing on the app using interviews and questions.

UX/UI Designer

Fraser Health

May 2014 - Aug 2014

Tools:

Processing,
Illustrator,
Statistical program R,

Skill:

Interface Design,
Interaction Design,
Research user patterns

3- person team from Math; Stats; and SIAT (me) synthesized the characteristics and needs of frequent emergency-room visitors based on 5-years of data.

- Researched, brainstormed and brought attention to key factors to identify such as, how geographic characteristics can affect patients' visiting behavior.
- Created a user-friendly interface for easy representation of data which also supports dynamic filtering, comparison between clustered dataset.



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ACADEMIC EXPERIENCE

Game Design

2D Tablet puzzle-solving game

Jan 2014 - Apr 2014

Tools:

Illustrator,
Photoshop, Unity 2D

Skill:

Interface Design,
Interaction Design,
User Testing,
Iconography

Team:

5 people

Created a multi-level digital prototype puzzle-solving game APP on Android tablet from scratch.

- Led story board development, gameplay iteration, user interface development and user experience refinement.
- Conducted user testing sessions and collected user feedback through interview, survey and questionnaire. Later analyzed and reflected user feedback for better usability and game experience.

Interface Design

Multi-platform social media

Jan 2015 - Feb 2015

Tools:

Axure, Illustrator,
Photoshop,

Skill:

Sketching,
Wireframing,
Iconography,
Interface Design

Team: Solo

Developed cohesive digital interface for a functional social media website across platforms.

- Researched and identified the target users' needs for social media websites and specific concept.
- Constructed and deliberated ideas logically and coherently through the process of sketches, grayscale wireframes, high fidelity wireframes, scenario mockups.
- Illustrated and refined icons for signage, navigations.

AREAS OF STRENGTH

● Visual Analytics

● Website Development

● Mobile App Development

● Graphic Design

● Interface Design

● User Experience Design

EDUCATION

Simon Fraser University

2011 - present

Interactive Art and Technology,
Bachelor of Science