

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. Combined with design abilities with my strong programming ability, I am capable of incorporate from both aspects to shape a product."



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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

UX/UI Designer

Fraser Health

May 2014 - Aug 2014

Tools:

Processing,
Illustrator,
Statistical program R,

Skill:

Interface Design,
Interaction Design,
Research user patterns

Team:

3 people

Identify frequent emergency department users' characteristics and needs based on 5 fiscal years of raw visiting data set.

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

Teaching Assistant

SFU Computing Science Dept.

May 2013 - Dec 2013

Taught:

Python,
Processing,
HTML & CSS

Skill:

Communication,
Organization skills,
Debug code

course:

CMPT165, CPMT166

Taught and assisted students to understand further apply programing skill, through one to one debugging assistance, giving brief tutorial on thinking process.

- Gave technical suggestions when students were confused, prepared multiple algorithm for single solution based on unique student's understanding level
- Marked assignments, exams upon the reference of syllabus and provided marking schemes



DESIGN 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 an 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 in a logically and coherently through the process of sketches, grayscale wireframes, high fidelity wireframes, scenario mockups
- Illustrated and refined icons for signage, navigations

HIGHLIGHT

- Visual Analytics
- Websites Development
- Mobile App Development
- Graphic Design
- Interface Design
- User Experience Design

EDUCATION

Simon Fraser University

2011 - present

Interactive Art and Technology,
Bachelor of Science

ABOUT ME

"I am a energetic and outgoing girl, which not only make me a good team worker but also a great friend. Plus, I am bilingual, English and Mandarin, this allows me to communicate cross culture. "