

Zhuoying (Sammi) Li

UX Designer

<https://itsmytyp.com>

lizhuoy6@gmail.com

+1 6478782888

Education

University of Toronto - Master of Information

September 2022 - Present

Concentrate in User Experience Design

University of Toronto Scarborough - Honors Bachelor of Arts

September 2017 - April 2022

Major in Media, Journalism and Digital Cultures

Minor in English and Chinese Translation

Minor in Applied Statistics

Experience

UX Designer

Feb 2021 - Present

CheaprEats

Toronto, CA

- **Understand client requirements and identify their style preferences** through team meetings and design reviews.
- Participate in **user research and usability testing** for multiple client projects.
- Create **user journey maps and wireframes**, use Figma and Adobe XD to create **prototypes**.
- Come up with creative **responsive design** for websites.

UX Researcher

Feb 2020 - Jan 2021

Standard Address

Toronto, CA

- Conduct **user interviews and field studies** to aid the design process.
- Worked closely with PMs and engineers to **prioritize the product roadmap**.
- Seek a holistic understanding of the user and product as means to define future opportunities for attracting consumer interest.

Certifications

Google UX Design Professional Certificate

October 2022

Skills

Research: Information Architecture, User Research, A/B Testing

Design: Responsive Web Design, User Centered Design, Wireframes, Prototyping

Tools: Adobe XD, Figma, Sketch, Python