

Myra (Yimeng) Li

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Professional Experience

Graphic Design Intern

BEAM Studio, China

Jun 2022 - Aug 2022

- Engaged in the curation of a Web 3 exhibition by processing pictures, creating a cohesive web layout, and developing marketing materials such as posters and banners.
- Collaborated with Events and Marketing to collect and define design requirements, translating them into design artifacts while strictly adhering to guidelines.
- Designed business plans and pitch decks for clients, effectively communicating complex ideas and data through compelling graphics.

Instructional Designer

Mad Science, China

Jan 2021 - Jan 2022

- Employed a student-centered approach to design curriculum for Innovation Convention Worldwide (ICW) and FIRST LEGO League (FLL) targeted at 4-12-year-old students.
- Conducted post-class surveys and interviews with teachers and parents to gather feedback that informed improvements in course structures and materials.
- Incorporated interactive elements into instructional design and produced training videos for teachers, resulting in a 27% increase in student engagement.
- Analyzed quantitative and qualitative user data to propose data-driven decisions that increased program and course completion rates.

Selected Projects

Make It Better Mobile App | University of Toronto

Jan 2023 - Feb 2023

- Developed a habit-forming mobile app through an end-to-end design process that involved user research, ideation, prototyping, and testing.
- Established a profitable business model by incorporating advertising into product design to enhance user acquisition and retention.
- Utilized an iterative approach to conduct usability testing and create high-fidelity prototypes with Figma, achieving an 85% task completion rate.

Feather Mobile App | University of Toronto

Sept 2022 - Dec 2022

- Delivered an avatar-integrated mobile app that assists users in selecting weather-appropriate attire by applying agile design methodologies.
- Understood user needs by reviewing weather prediction papers, collecting 60 survey responses, and conducting 5 interviews on clothing preferences.
- Presented the product concept and design in engaging storytelling workshops to targeted users and faculty members to obtain buy-in.

Education

University of Toronto

Bachelor of Information, User Experience Design

Sept 2022 - Jun 2024

Relevant Courses: Designing Interactive Systems, Technology & Society, Information & Culture, Computational Reasoning

University of Toronto

Faculty of Arts & Science, Psychology & Mathematics

Sept 2021 - Aug 2022

Queen's University

Faculty of Computing, Artificial Intelligence & Psychology

Sept 2020 - Aug 2021

Volunteer Experience

Mentor | Project Management, Administration

Woodsworth College, University of Toronto

Summer 2022

PIT Administrator | Multi-Functional Event Collaboration

FIRST Robotics Competition, China

Summer 2021

Skills

User Research,
Personas, Prototyping,
Journey Maps,
Data Analysis

Figma, Sketch,
Adobe XD, Photoshop,
Illustrator, Premiere Pro
Microsoft Office

Chinese, English