

Owen Li

owenzyliz@gmail.com

www.linkedin.com/in/owenzyliz

(778)-929-9959

EDUCATION

Bachelor of Arts, *University of British Columbia*, Vancouver, BC

Expected Completion: May 2026

- **Specialization:** Cognitive Systems (Psychology, Computer Science), 3.60/4.33 GPA
- **Technical Skills:** MS Office, Racket, Java, C#, C++, Python, Figma, Canva, HTML/CSS/Javascript
- Fluent in English & Mandarin

WORK EXPERIENCE

Customer Service Representative, *C&L Multimedia Ltd.*, Burnaby, BC

June 2023 – present

- Led implementation of Shopify POS both online and in-store, automating inventory workflows and improving employee productivity by 20%
- Independently managed POS and inventory systems, optimizing 30,000+ product listings to reflect consumer demographics which resulted in a 9% increase in customer retention over 6 months
- Designed and launched a new e-commerce platform on Shopify, replacing the previous website and boosting online sales by 40%

EXTRACURRICULAR ACTIVITIES

External Project Manager, *FLUI Design Hackathon*, Vancouver, BC

June 2024 – present

- Spearheaded the external planning team of FLUI, a student-led design hackathon involving 150+ participants, securing sponsors, judges, and clients
- Created and oversaw all external documentation including partnership packages for local businesses and industry professionals to encourage collaboration with the event
- Facilitated effective communication across all teams through Slack, regular team check-ins, and 1-on-1 meetings to ensure alignment on goals and timelines

UI/UX Designer, *UBC Visual Cognition Lab*, Vancouver, BC

January 2024 – present

- Utilized Figma to create intuitive and cohesive designs for the lab's content platform, encompassing new pages and updating existing pages
- Developed personas and journey maps to visualize the user experience, leveraging user interviews and team feedback to minimize issues and enhance engagement
- Collaborated closely with cross-functional teams in weekly meetings to present new designs and prototypes, fostering effective communication within the team

President, *UBC Cognitive Systems Society*, Vancouver, BC

April 2024 – present

- Hosted bi-weekly meetings with other executive members, preparing summer initiatives, planning school events, and ensuring project/event timelines are met
- Improved leadership and communication skills by being the main liaison between executive members, course coordinators, and students across the Cognitive Systems major

INTERESTS

Interests: Vancouver Canucks (through the Benning era), Film Photography, Badminton