



**MEI JIE (Maggie) LI**

**UI/UX Designer**

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Toronto, ON

## SKILLS

Research

Data Analysis

Information Architecture

Interaction Design

Wireframing

User Interface Design

Prototyping

Usability Testing

## TOOLS

Sketch

Photoshop

Illustrator

Lightroom

InVision/Principle/Marvel

Zeplin

HTML/Basic CSS

## LANGUAGES

English

Mandarin Chinese

French

## INTERESTS

Photography

Travelling

Culture

Gym

Interior design

## WORK EXPERIENCE

### Product Designer

Nov 2019– Present

Kinetic Commerce. Toronto, ON

- Notable clients: Kiehl's, Lowe's, Yves Saint Laurent, L'Oreal Consumer Products Division
- Designing across a variety of digital platforms including mobile/tablet/web.
- Producing deliverables from A to Z including sitemaps, user flows, design system, wireframes, prototype and user stories.
- Participating design sprints with product manager and developers.

### Purchasing Coordinator

Aug 2017– Aug 2018

RENWIL Inc. Montreal, QC

- Analyzed and produced reports to effectively manage inventories.
- Negotiated prices with suppliers to reduce company cost.
- Coordinated with marketing, design and product teams.

## EDUCATION

### DesignLab UX Academy

Apr- August 2019

DesignLab, Online

- Full time course for 500+ hours.
- Learnt modern UX skills through hands-on exercises.
- Explained and defended design rationales during weekly critique sessions with mentor and peers.

### Bachelor of Commerce (With Distinction)

2014– Aug 2017

### Double major in Marketing & Supply Chain Operations Management

JMSB Concordia University, Montreal, QC

- Relevant Courses: Marketing Research, Consumer Behaviour, Statistical Models for Data Analysis, Advanced Excel.

### City University of Hong Kong exchange student

2016

### ESSEC Business School exchange student, Paris

2015

## PROJECT

### 100 Days UI Challenge

2019-2020

- Analyzing existing apps to create a piece of UI every day to improve visual design.

### La Maison de Soya - UX Designer

Mar-Apr 2020

- Conducted interviews with restaurant's manager and customers to design a responsive website from scratch.

### TrueSkin - UX Designer

Aug 2019

- Researched, prototyped and designed an end-to-end iOS app to help users choose skincare products.