



UX/UI/Product Designer

MEI JIE (Maggie) LI

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Montreal, Canada

SKILLS

Research
Information Architecture
Interaction Design
Wireframing
User Interface Design
Design System
Prototyping
Usability Testing

TOOLS

Sketch/Figma
Photoshop
Illustrator
Lightroom
InVision/Principle/Marvel
Zeplin

LANGUAGES

English
Mandarin Chinese
French

INTERESTS

Travel (17 countries)

Photography (Took photos for weddings, events, etc)

WORK EXPERIENCE

Product Designer

May 2021– Present

Avanade (An Accenture-Microsoft Consultancy). Remote

- TD Canada Trust: Research, analyze, plan and design responsive screens to integrate new features for TD insurance Canada.
- Audit current experiences and create comprehensive design system for TD insurance to improve efficiency among designers.
- Co-lead several design initiatives outside of clients work: Design resource list, AR & XR.
- Work collaboratively with cross-functional teams to deliver user-centered experience while addressing business goals.

UX/UI Designer

Jul 2020– Apr 2021

rob0 Technologies Inc (Acquired by OnMobile). Remote

- In charge of 3 product. (B2B SaaS, B2C, CMS)
- Owned the end-to-end design process including research, brainstorm, prioritize, design system, prototype, usability testing and iterations.
- Complete redesign of an AI powered SaaS game analytic web app. Outcome: 100% completion rate for onboarding. The number of customer accounts rose by 15x.
- Designed from scratch a mobile gaming platform to help people with busy schedules to socialize and transition into the gaming community.

Product Designer

Nov 2019– Jul 2020

Kinetic Commerce. Toronto, ON

- Notable clients: Kiehl's, Lowe's, Yves Saint Laurent.
- Designed e-commerce white label platforms that served as a base for store associates products and customer facing products.
- Designed across a variety of digital platforms including mobile/tablet/web.

EDUCATION

User Experience Design Certificate

2019

DesignLab UX Academy, Remote

Bachelor of Commerce (With Distinction)

2014– Aug 2017

Double major: Marketing & Supply Chain Operations Management

JMSB Concordia University, Montreal, QC

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