



**MEI JIE (Maggie) LI**

**UI/UX Designer**

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Waterloo, 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

Photoshop Manipulation

Travelling

Gym

Interior design

## 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.

### Bcom Double Major (With Distinction)

2014- Aug 2017

### Marketing & Supply Chain Operations Management

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

## WORK EXPERIENCE

### Purchasing Coordinator/Analyst

Aug 2017- Aug 2018

RENWIL Inc. Montreal, QC

- Improved Excel formulas to analyze re-order points.
- Increased and maintained 90%+ inventory level.
- Negotiated and placed orders accurately with suppliers.
- Coordinated with marketing, design and product teams.

## VOLUNTEER

### Event Planning Assistant

Jan 2017- Aug 2017

Canada China International Film Festival, Montreal, Qc

- Established detailed event plans (Including venue, performance, staffing, deadline, etc.)
- Researched venues, suppliers and collaborators.

## PROJECT

### 100 Days UI Challenge

Oct 2018- Present

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

### TrueSkin - UX Designer

Aug 2019

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

### BMO - UX Designer

Jul 2019

- Used design thinking approach, interviewed BMO's customers to create a budget tracking feature for Bank of Montreal's mobile app.

### La Maison de Soya - UX Designer

Jul 2019

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