MEI JIE (Maggie) LI
UX/UI/Product Designer

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Atlanta, USA

SKILLS

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

TOOLS

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

PROJECTS

100 Days UI Challenge
2018 -2019

LANGUAGES

English
Mandarin Chinese
French

INTERESTS

Travel (17 countries)

Photography (Took photos for weddings, events, etc)

WORK EXPERIENCE

Avanade (Accenture-Microsoft Consultancy)
May 2021 - Feb 2023

Product Designer. Remote

- Led large-scale projects that outreach millions of users for various clients, including Fortune 500 companies (TD Canada, Mortgage Cadence, Pepsi, WestJet, etc)
- Mortgage Cadence: Improved design maturity by introducing a UX process, including research, proper hand-off, usability testing, design review and prototyping.
- TD Canada: Took the initiative to create a comprehensive design system for TD insurance to improve designer's operating efficiency.
- Contributed to design community outside of clients work: Led design initiatives including Design resource list, AR & XR, conducted design interviews and mentored junior designers.

rob0 Technologies Inc (Acquired by OnMobile)
Jul 2020 - Apr 2021

UX/UI Designer. Remote

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

Kinetic Commerce
Nov 2019 - Jul 2020

Product Designer. 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 for a variety of digital mediums including iOS/Android/mobile/tablet/web.

EDUCATION

DesignLab UX Academy
2019

User Experience Design Certificate Remote

JMSB Concordia University Montreal, QC
2014– Aug 2017

Bachelor of Commerce (With Distinction)

Marketing, Supply Chain Operations Management