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/Figma
Photoshop
Illustrator
Lightroom
InVision/Principle/Marvel
Zeplin
HTML/Basic CSS

LANGUAGES

English
Mandarin Chinese
French

INTERESTS

Photography
Travel
Food
Culture
Interior design

WORK EXPERIENCE

Product Designer   Nov 2019– Present
Kinetic Commerce. Toronto, ON
- Notable clients: Kiehl's, Lowe's, Yves Saint Laurent.
- 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 in 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
- Analyzed existing apps to create a piece of UI every day.

TrueSkin - UX Designer   Sept 2019
- Researched, prototyped and designed an end-to-end iOS app to help users find the right skincare products.

BMO - UX Designer   Aug 2019
- Integrated a money budgeting and tracking feature for BMO's iOS app.