



Product Designer

MEI JIE (Maggie) LI

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SKILLS

Research

Data Analysis

Information Architecture

Interaction Design

Wireframing

User Interface Design

Prototyping

Usability Testing

TOOLS

Sketch/Figma/XD

Mural

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 a new feature for TD insurance Canada.
- Co-lead several design initiatives outside of core work: Design resource list, design system, AR & XR.
- Help with business development to expand and secure new clients (Pepsi, WestJet, Montreal region).

UX/UI Designer

Jul 2020– Apr 2021

rob0 Technologies Inc. Remote

- In charge of 3 projects (B2B SaaS, B2C, CMS)
- 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.
- Owned design process from A-Z including research, brainstorm, prioritize, design system, prototype, usability testing and iterations.
- Worked collaboratively with cross-functional teams to deliver user-centered experience while addressing business goals.

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.
- Advocated and created design system (including fonts, responsive elements) to improve efficiency among designers.

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.

PROJECT

100 Days UI Challenge

2018 -2019

- Analyzed existing apps to create a piece of UI every day.