



## UX/UI/Product Designer

**MEI JIE (Maggie) LI**

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Montreal, QC

## 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

### UX/UI Designer

Jul 2020– Present

rob0 Technologies Inc. Montreal, QC

- Complete redesign of an AI powered B2B SaaS game analytic tool. Outcome: 100% completion rate for onboarding. The number of customer accounts rose by 15x.
- Lead user research, brainstorm sessions, usability testing, kick-off meetings with cross-functional teams
- Lead the design of a mobile gaming platform that will be launched in North America, Europe and India.

### 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 clients projects.
- Created re-usable design system (including fonts, responsive elements) to improve efficiency among designers.
- Designed across a variety of digital platforms including mobile/tablet/web.

## EDUCATION

### User Experience Design Certificate

Apr- Aug 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 Behaviour, Statistical Models for Data Analysis, Advanced Excel.

## PROJECT

### 100 Days UI Challenge

2019 -2020

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

### TrueSkin - UX Designer

Aug - Sept 2020

- Researched, evaluated and designed an iOS app that leverages machine learning to help users understand skincare ingredients, compare products and find personalized recommendations.

### Bank Of Montreal - UX Designer

Aug - Sept 2020

- Researched, prototyped and Integrated a money budgeting and tracking feature for BMO's iOS app.