SERINA LI

UI/UX Designer

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Florida-born and California-based UI/UX Designer with a passion for learning and developing impactful designs. Seeking entry-level internships where I can apply and cultivate my skills in a dynamic environment.

EXPERIENCE

Remote
Jul '24 - Sept '24

Miss Vietnam San Diego - VAYA
Figma Prototyping

- Collaborated alongside VAYA Miss Vietnam San Diego to design a website, creating a unique and recognizable brand identity that resonates with users.
- Organized a structured information architecture aligning with the core problem, ensuring efficiency and clarity.
- Executed visual direction to create a cohesive and adaptable prototype based on user research insights.
- **Selected from over 100 other applicants.**

San Diego, CA
Jan '24 - Mar '24

Mobile Application Project - Munchie Masters
User Research and Interface

- Set the design vision and lead a team of 6 students.
- Conducted user research to idenitify the problem space and refine the user experience.
- Crafted a prototype aimed to empower individuals to discover the joy of cooking by providing accessible, engaging, and personalized culinary education through a mobile application.
- **Top 5 finalist across all teams.**

Remote
Nov '20 - Jan '22

The Asian Articles/Archivals
Leadership

- Managed graphic teams as the Visual Arts Director.
- Interacted with international members from Brazil to Taiwan.
- Coordinated and set visuals for infographics regarding equality and inclusion, focusing on engaging the user through design components.

EDUCATION

San Diego, CA
Expected June '26

University of California, San Diego
BS, Cognitive Science - Design and Interaction

SKILLS

Software

Figma
Adobe Illustrator
Adobe Photoshop
Procreate
Microsoft Excel
Microsoft PowerPoint
Microsoft Word
Google Office Suite
Canva
Slack

Programming

HTML
CSS
JavaScript

Design

Concept Development
Illustration
Mobile & Web Design
Low to High Fidelity Prototyping

Research

Interviews
Surveys
Affinity Mapping
Usability Testing

Language

English
Mandarin Chinese