



**Vivian Li**  
Product designer, artist, and creative technologist

vivianli.design  
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## Work

**Future Farms**  
**UX Designer & Engineer** Jun 2024 - Present  
Pittsburgh, PA (Remote)

Designing and building a custom e-commerce website for a local microgreens business with the objective to increase business revenue through online sales and subscriptions.

**South Fayette School District**  
**Product Designer** Jan 2024 - Aug 2024  
Pittsburgh, PA

Created an educational tool to help high school students make decisions with classes and career paths. Increased motivation, confidence, and ability for students to share their goals with educators.

**University of Chicago**  
**Communications Assistant** Mar 2021 - May 2023  
Chicago, IL

Designed social media and email marketing campaigns for the Institute on the Formation of Knowledge (IFK), showcasing research initiatives and programs to the general public. Boosted online engagement by 43% and increase event attendance.

**Smart Museum of Art**  
**Researcher** Apr 2022 - Aug 2022  
Chicago, IL

Enhanced visitor experience for *Monochrome Multitudes* by contributing to art historical analysis, writing informative labels, and recording an engaging audio guide, providing a comprehensive narrative of modern monochrome art.

**Art Museum at the Chinese University of Hong Kong**  
**Design & Marketing Intern** Jun 2021 - Aug 2021  
Hong Kong SAR (Remote)

Improved visitor engagement to an exhibition by producing a digital, *Vogue*-like magazine that showcased the collection in a creative way, connecting art-historical research with contemporary issues.

## Education

**Carnegie Mellon University,**  
**School of Computer Science**  
Master of Human-Computer Interaction  
2023 - 2024

**University of Chicago**  
BA, Media Arts and Design with honors, double major in Art History  
2019 - 2023

## Skills

### Process

A/B Testing  
Contextual Inquiry  
Design Systems  
Illustrations  
Interviews  
Motion Design  
User Journeys  
Prototyping  
Storyboarding  
Usability Testing  
Visual Design  
Wireframing

### Tools

Figma  
HTML, CSS  
JavaScript  
Python  
Adobe CC  
Blender

## Side Quest

**MODA**  
**Editor-in-Chief** 2022 - 2023

Managed a team of 30+ writers, photographers, and creatives.

**Fashion Designer** 2019 - 2022

Created runway looks for the annual fashion show.