



Vivian Li
Product designer, artist, 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 innovative future planning tool for high school students. Increased motivation and confidence for students to pursue and 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 increased event attendance.

Hindman Auctions
Intern, Rotations Jun 2022 - Aug 2022
Chicago, IL

Conducted user research and heuristic evaluations of competitor websites to inform strategic decisions for the marketing department, catalogued 200+ rare books for an upcoming auction, and facilitated 20+ online auctions.

Code Coins
Product Design Intern Jun 2021 - Aug 2021
Chicago, IL

Collaborated with engineers and education consultants to design branding guidelines, product visualizations, and conveyed concepts through storyboarding for an early stage ed-tech startup.

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
Webflow
Framer

Involvement

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.