



VIVIAN LI

From pixels to prototypes, ideas to impacts

vivianli.design

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WORK EXPERIENCE

Future Farms

Product Designer (Freelance)

Jun 2024 - Present

Building a subscription-based e-commerce site with Wix and Velo API.

- Solely responsible for acquiring the client through presenting previous work and writing a project plan, as well as negotiating timeline, payment, and end deliverables.
- Solved technical problems by communicating with developer and testing solutions with my front-end knowledge, adjusting the final design based on technical constraints.
- Managed the project from research to development by setting goals, due dates, and assigning tasks to teammates based on strengths and interests.

South Fayette School District

Product Designer

Jan 2024 - Aug 2024

Designed & prototyped innovative solutions to an educational problem.

- Served as key facilitator for communicating with clients, faculty, and between teammates to avoid misunderstandings.
- Researched and analyzed the problem space by conducting 50+ hours of literature review; supported the validity of our final solution by connecting academic findings with user testing insights.
- Led the final design process through 5 design sprints, synthesizing user & stakeholder feedback each time.

Institute on the Formation of Knowledge

Communications Assistant

Mar 2021 - May 2023

Designed social media and email marketing campaigns; boosted user engagement by 43% in one year.

Art Museum, Chinese University of Hong Kong

Marketing & Design Intern

Jun 2021 - Aug 2021

Produced a digital magazine that showcased an upcoming exhibition by connecting art-historical research with contemporary topics.

Code Coins

Design Intern

Jan 2021 - May 2021

Sole designer working on branding & product for an early-stage ed-tech startup at the Booth School of Business.

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; Art History

2019 - 2023

SKILLS

Tools

HTML
CSS
React
JavaScript
Python
Adobe CC
Blender
Figma
Framer
Webflow

Process

A/B Testing
Branding
Contextual Inquiry
Design Systems
Motion Design
User Journeys
Storyboarding
Usability Testing
Visual Design
Wireframing

PROJECTS

VR Game for Self-Compassion

Project Manager

Fall 2023

**Led a team of 6 grad students to
design & prototype a VR game**

- Pushed for testing with paper prototypes, greatly reducing time spent in development.
- Explored various techniques and softwares for prototyping

MODA, at the Univ. of Chicago

Fashion Designer

2019 - 2022

**Created runway looks for the
annual student fashion show.**