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, Chinese University of Hong Kong
Design & Marketing Intern　　　　　　Mar 2021 - May 2023
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	Tools
A/B Testing	Figma
Contextual Inquiry	HTML, CSS
Design Systems	JavaScript
Illustrations	Python
Interviews	Adobe CC
Motion Design	Blender
User Journeys	
Prototyping	
Storyboarding	
Usability Testing	
Visual Design	
Wireframing	

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.