VIVIAN LI

Designer & builder turning ideas to impacts

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WORK EXPERIENCE

Future Farms
Product Designer   Jun 2024 - Present

Building & improving the e-commerce experience for a local business.

- Solely responsible for acquiring the client through presenting previous work and writing a project plan, as well as negotiating timeline, payment, and end deliverables.
- Conducted interviews with targeted user segments to create a quiz that improved retention by 26% in testing.
- Solved technical problems by communicating and testing solutions in JavaScript & CSS with developer; created polished & intuitive designs despite technical constraints.
- Managed the project from research to development and assigned tasks to teammates based on their strengths.

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 iterations and shipped the low-tech version to 866 students.

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	Process
HTML	A/B Testing
CSS	Branding
React	Contextual Inquiry
JavaScript	Design Systems
Python	Motion Design
Adobe CC	User Journeys
Blender	Storyboarding
Figma	Usability Testing
Framer	Visual Design
Webflow	Wireframing

PROJECTS

VR Game for Self-Compassion
Project Manager   Fall 2023

Led a team of 6 graduate / PhD students to design a VR game

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

MODA Fashion Show
Fashion Designer   2019 - 2022

Created runway looks for the annual student fashion show.