Jessica Li

Education

Simon Fraser University
2019 - Present

B.Sc Computing Science, Minor in Interactive Arts and Technology

Dean's Honor Roll, 2022

Skills

UX Design, UI Design, Visual Design, Interaction Design, Illustration, Art Direction, Wireframing, Prototyping, User Research, Usability Testing, Web Development

Figma, Illustrator, Photoshop, Premiere Pro

HTML, CSS, Typescript, Javascript, React, Git, XML

Design Experience

UI Designer, *Mimi and Otto*
May 2023 – July 2023

Explored a user-centric approach in the realm of parenting and childcare, identifying and addressing challenges faced by caregivers. Conceptualized and directed the art direction. Led the prototyping efforts, translating conceptual ideas into tangible and functional interactive features.

Product Designer, *Eunoia UX Design Jam 2023*
May 2023

Won 2nd place in our category, 4th place overall. Led project scheduling, ensuring on-time delivery within a one-week deadline. Designed thoughtful interactions and user experiences. Developed wireframes, prototypes, and conducted rapid user testing for iterative enhancements.

Student Interaction Designer, *Pearl Fever*
January 2023 – April 2023

Enhanced and improved the training experience at Pearl Fever. Conducted ethnographic and user research via interviews, site visits, and surveys. Drew insights and produced a variety of posters to effectively communicate findings, analysis, and design methods.

Community

Developer, *Eunoia UX Design Jam 2024*
December 2023 – Janurary 2024

Teamed up with a 4-member web development group to convert design concepts into interactive websites, employing React, Tailwind, and Typescript. Collaborated closely with the design team, providing insights into feasibility and understanding the design rationale and system.

Developer, *Touchpoint Conference 2023*
January 2023 – March 2023

Crafted the website for an annual design conference, ensuring guests can find information. Collaborated closely with design team to translate their designs into a functional website. Created engaging user interactions on the site through React and Javascript.