

CELINE LI

lceline65@yahoo.com | Tel: (+1)778-325-4678

Summary

Coming from a Design and Technology background, I am a junior UX/UI designer, being dedicated to creating comfortable and inspiring user experience through hands-on projects. I have acquired systematic training in Agile and Design Thinking methodology. Digging user needs and desires has been seen as my career goal. In the last two years, I have worked on both conceptional and practical projects to develop my design principles. Now, I am looking for professional growth opportunities to achieve a higher level of work performance.

Skills

- Sketch
- InVision
- Flinto
- Adobe InDesign
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Balsamiq Mockups
- Website Building
- User Research

Experience

Lanpax Design Group | Vancouver, BC
Junior UX/UI Designer
12/2019 - present

- Conduct competitive analysis—Horizontally compare the positioning, features, pros and cons, giving results in an Excel
- Design sitemaps—Sort out the level of navigation, functions and operations, drawing an informative and legible map
- Design wireframes—refer to the design management system to build symbols and styles for the convenience of UI designers and developers

Market you | Las Vegas, US
Digital Market Designer
08/2019 - 01/2020

- Design and build companies' websites—Set the layouts, edit images and implement the design to a live domain
- Design marketing materials, such as Google display ads, FB instant experience and promotion banners

SFU Community Trust | Burnaby, BC
UX/UI Designer
Project: UniverCity (mobile app)
08/2018 - 12/2018

- Map user stories—Capture touchpoints, pain points, satisfaction level, suggesting solutions to the team
- Make UI style guide including the color palette, typography, iconography and other UI elements in alignment with the company brand guidelines
- Schedule and perform Card Sorting, one-on-one interviews from sourcing, screening, scheduling to tailoring questions

Centre for Digital Media | Vancouver, BC
UX Designer and UX Researcher

- Lead a cross-functional team—Arrange meetings, assign tasks, update the progress and archive the documents

Project: Experience an Ancient City (VR)

01/2018 - 08/2018

- Build a functional prototype—Display the game atmosphere through visual, sound and spatial design
- Organize usability testing—Set up the test room, install the software and record user reactions and feedback
- Host internal critique co-design workshops—Introduce Design Thinking to the group, raising awareness of research, iteration and testing

Education

Simon Fraser University | Burnaby, BC, Canada

Master of Digital Media in Communication, Art & Technology

09/2017 — 06/2019

Sun Yat-sen University | Guangzhou, Guangdong, China

Bachelor of Arts in Communication and Design

08/2013 — 07/2017

Portfolios, Profiles

LinkedIn: <https://www.linkedin.com/in/celine-li111/>

Portfolio: <https://www.celineux.com>