# Jennifer Li

## CONTACT

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LinkedIn

## EDUCATION

**University of Waterloo**

September 2015 - May 2019

Bachelor of Global Business and Digital Arts

**Chinese University of Hong Kong**

January - May 2018

International Exchange Program

## SKILLS & TOOLS

**Languages**

Native proficiency in English and Mandarin Chinese

**Research**

User interviews, survey design, user testing, user research reports, competitor analysis, data analysis

**Prototyping**

Figma, Sketch, Adobe XD, Zeplin, Invision, Principle

**Graphic Design**

Adobe Illustrator, Adobe InDesign, packaging design

## EXPERIENCE

**Shopee | UI/UX Designer**

March 2021 - Present (Singapore)

- As the lead designer of Search & Recommendation modules in the Shopee app, I used data-driven design to contribute to a 5.3% YoY increase in Average Daily Orders attributed to my product line
- Designed many internal admin portals for data analysis and data marking from 0 to 1
- Now responsible for the design of Order Conversion modules in Shopee, designing various features across Cart and Checkout page, serving millions of users in 11 countries

**Flybits | UX Designer**

May 2019 - January 2021 (Toronto, Canada)

- Worked within cross-functional agile team to design a B2B2C personalization marketing tool (web app) used by financial institutions such as Mastercard, Visa, and TD Bank
- Designed entire new mobile app for field engineers, improved SUS (System Usability Scale) score from 61 to 96, improved users' workflow efficiency by 83%
- Facilitated user interviews and usability tests with top executives at financial institutions, analyzed results to guide product direction
- Collaborated with developers to improve accessibility standards within product, spearheaded establishment of accessibility guidelines for design system

**Reebee | UI/UX Designer (Intern)**

May - August 2018 (Kitchener, Canada)

- Revamped UI of all key pages in Reebee app across Android, iOS, and web platform as the sole designer; designed new features for mobile app

**Shopify | Graphic Designer (Contract)**

July - September 2017 (Toronto, Canada)

- Designed unique & customizable logo templates for Hatchful, a logo generator app under Shopify

**Hack the 6ix | Co-Director of Operations, Director of Design**

May 2017 - September 2019 (Toronto, Canada)

- Created new logo and brand identity for Toronto's largest summer hackathon, contributing to a 310% increase in hacker applications compared to previous year