

Siqi Li

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SUMMARY

As a product designer with over 5 years of experience, I have a strong background in user-centered design and a passion for creating intuitive, aesthetically pleasing products. My experience includes designing mobile apps, and web applications using a variety of design tools such as Sketch, Figma, Illustrator, and Adobe Creative Suite. I have a strong understanding of design principles, including layout, color theory, and user experience design. I am also skilled in prototyping and testing, with a focus on rapid iteration and user feedback. In my previous role as a product designer at Tong Xin Medical Inc., I led the design of a successful mobile app that increased user engagement by 25%. I am excited to bring my skills and experience to a new product design role and help create innovative, user-friendly products.

SKILLS

- Figma
- Sketch
- Photoshop
- Adobe XD
- Illustrator
- Prototyping
- Principle
- HTML
- CSS
- JavaScript
- Prototyping
- Wireframing
- Storyboarding
- Persona
- UX Flow

EXPERIENCE

Product Designer — Construction Website Freelancer | Jan 2022 - Current

Skills: Prototyping | Storyboarding | Wireframing | Persona | Programming

- Designed a website for a construction business company
- Worked with the client to translate specific business goals into user-centered web and mobile design solutions
- Gathered user search information in our agile team, created low-fidelity models of the site and converted them into high-fidelity models for use by the development team
- Illuminate design principles and reasoning to clients and explain the iterative process.
- Conferred with engineering to establish and evaluate design concepts for manufactured products.
- Collaborated with peers and other design team members to discuss product enhancements and features.

Network Support Engineer Dalhousie University | Canada | Mar 2022 - Current

Skills: Python | Internetworking | Wireframing | Storyboarding

- Trained students in the program and for laboratory experiment support and development
- Used Python for Internetworking and Programming for development purposes

- Provided technical support for hybrid delivery required to deliver courses simultaneously both in-class and by eLearning

User Researcher & UX Designer Meituan | China | Jul 2018 - Aug 2019

Skills: Researching | Writing | Wireframing | Storyboarding

- Tracked products and plugins data, got feedback, and summarized promptly
- Identified reasons for negatives feedback in product design, wrote reports and participated in optimizing the product
- Wireframed with the team member and tackled risky features

Product Designer Tong Xin Medical Inc. | Beijing, Canada | Dec 2017 - Mar 2018

Skills: Wireframing | Persona | Storyboarding | Researching | Writing

- Illustrated design ideas, functions, and solutions to clients clearly
- A created medical system for web workflows with developers
- Optimized the interface of mobile app that improved physician consultations by 1.5% per day
- Designed wireframes and GUI elements for the medical program
- Modified and refined designs to conform with customer specifications, production limitations or changes in design trends.

EDUCATION

Master of Engineering: Internetworking

Dalhousie University | Halifax, NS | May 2021

Bachelor of Computer Science: Computer Science and Technology

Heilongjiang Bayi Agricultural University | China | June 2018

DESIGN PROJECTS

UX/UI Designer G-Garden, Academic

- Designed an app and website platform named G-Garden
- Combined NFT and raising plants together
- Our goal is to make it a universal template that can be used on numerous platforms

UX/UI Designer Lee Hotel, Academic

- Designed Lee Hotel Reservation System
- This system provides a better user experience and helps travelers book their ideal room through a visual selection interface
- Satisfied the needs of clients to select their check-in rooms