



NEROLI KO

On a never ending mission of combining her engineering knowledge and creative problem solving skills to create products and craft experiences that would make the world a better place.

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WORK

UX/UI Designer | Korbit AI

2020 May - Present (Part Time during semesters)

- Redesigned the sign up and curriculum personalization flow that resulted in an **130% increase in conversion**
- Work on new features and enhancement of the platform
- Responsible for the entire design process from research to QA
- Hold cross teams design meetings and work closely with the data scientist to incorporate data into design decisions

Product Designer | Hack4Impact McGill

2020 Feb - Jul

- Designed a mobile app for volunteers at MealCare
- Worked closely with the Product Manager, 8 Developers on the project team and MealCare's Founder

UX Design Intern | Bowtie Life Insurance

2019 May - Aug, Hong Kong

- Enhanced and introduced new features for their application
- Analyzed user data and behaviour, created user flows, wireframes, interactive prototypes and conducted user testings
- Participated in a mini design sprint

SKILLS

Product Thinking
Usability testing
User research
Wireframing
Prototyping
Design Thinking
User Interface Design
Graphic design
Illustration

TOOLS

Adobe CC
Sketch
Invision
Figma
Webflow
MS Office
HTML
CSS

EDUCATION

2017 - 2021
McGill University
BEng Electrical
Engineering
Currently taking HCI