

# Janette Li

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## Education

### Center For Digital Media

Master of Digital Media

\*Accredited by UBC, SFU, Emily Carr and BCIT

### Beijing Normal University

Bachelor of Culture Industry Management

\*Graduated as Honour Student

## Design

Human-Centered Design

Rapid Prototyping

Interactive Prototyping

Information Architecture

User Journey / User Flow Map

Mind Mapping / Sketching

Interview / Survey / Persona

Usability Testing

## Tools

Figma Sketch Invision

Principle Adobe Photoshop

Adobe Illustrator Jira

## Other

Agile Development

Scrum Kanban board

## EXPERIENCE

### Product Manager | Fantuan

Jan 2021 - Nov 2021 Burnaby, Canada

Worked closely with development team, UI designer and stakeholders to execute projects including user research, wireframing, write PRD and deliver mid-fidelity prototype

- Redesigned user experience of a route planning system to improve usability and affordance
- Designed an end-to-end online driver job registration project from 0 to 1, increasing recruitment efficiency by 75%
- Supported the food driver operation team in building functional features

### UX Designer | UBC

Sept 2020 - Apr 2021 Vancouver, Canada

Collaborated with the Faculty of Medicine to create user-centred strategies for an interactive web-based robot and an online specimens learning platform

- Created wireframes and high-fidelity interactive prototypes and visual components.
- Proposed product roadmap and conducted 4 user interview sessions to understand user needs
- Conducted 3 rounds of remote usability testings to provide insights for PM and developers to visualize opportunities and current usability issues

### UX Designer | Center for Digital Media

Sept 2019 - Aug 2020 Vancouver, Canada

Collaborated with classmates from various backgrounds to offer product design support including needs analysis, prototyping, website & app design development and user testing for three industry projects in an agile environment