

# Jeffrey Li.

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## WHAT HE'S DOING -

Freelancing through **TomYum**. Actively working on an app idea with a small team as the lead designer.

Open to full-time design opportunities.

## EDUCATION -

### University of Waterloo

Sep. 2015 – Apr. 2020

Bachelor of Environmental Studies  
Minor in Computer Science  
Dean's Honours List (3.7/4.0 GPA)

## COMPETENCIES -

Figma	Sketch
Webflow	Photoshop
SQL	Illustrator
Excel	Premiere Pro
Python	Lightroom
JIRA	Photography
Zapier	Video Production

## PROJECTS -

### TechTO Website Redesign (TomYum Client Project)

Sep. 2020 – Oct. 2020

Worked with TomYum to design and build a brand new website for TechTO using Figma and Webflow. Currently writing the case study.

### Fivestars Android Redesign (Personal Project)

July 2020 – Aug. 2020

Used feedback from Fivestars' Play Store reviews to fully redesign the loyalty app experience.

### Crunchyroll Homepage Redesign (Personal Project)

June 2020 – July 2020

Redesigned Crunchyroll's web homepage to better convey its value and to raise awareness of the store.

### Shotty Rideshare App Design (Personal Project)

Jan. 2020 – May 2020

Designed a concept app that makes finding rideshares more convenient for college students.

## PAST ROLES -

### Wealthsimple - Brokerage Operations Associate

Jan. 2019 – Aug. 2019

### Taplytics - Digital Marketing Strategist

May 2018 – Aug. 2018

### Flipp - Data Quality Analyst

Sep. 2017 – Dec. 2017

### Ritual - Operations Coordinator

Jan. 2017 – July 2017