

Jeffrey Li.

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WHAT HE'S DOING -

Freelancing through **TomYum**. Actively building an app 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 -

UI/UX

User research
Wireframing
Design systems
Prototyping
Usability testing
Copywriting

Tools

Figma
Webflow
Sketch
Photoshop
Illustrator

FEATURED WORK -

Birthday Reminder App (Personal Project)

Jan. 2021 – Feb. 2021

Designed a concept app to help teenagers and adults remember the important birthdays in their lives.

New TechTO Website (TomYum Client Project)

Sep. 2020 – Oct. 2020

Worked with TomYum to design and build a brand new website for TechTO using Figma and Webflow.

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.

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