

ALAN LI

UX DESIGNER

EXPERIENCE

Marketing Intern | Hopium

JAN 2021 - MAY 2021, TORONTO, ON

- Developed the social media marketing brand image through creative marketing campaigns, resulting in a gain of 370 followers
- Created Facebook ad campaigns that helped to increase customer conversion rates towards 18%
- Rebranded the image and identity of the startup through constructive feedback and leading productive meetings

Project Management Intern | Digital Media Zone Spoof Store!

JAN 2014 - 2018, TORONTO, ON

- Developed knowledge in e-commerce and social media using Shopify and Instagram, resulting in an increase of followers and sales
- Collaborated effectively with diverse teams to produce and present projects that succeeded by surpassing company's sales goal
- Modeled excellent leadership and communication skills by incorporating constructive criticism and feedback into my work in order to improve quality of my work

VP of Marketing | Chinese Ryerson Student Association

JAN 2014 - 2018, TORONTO, ON

- Broadened social media marketing knowledge which helped excel the quality of club events for Ryerson students
- Orchestrated managerial decision-making strategies which helped produce the most optimal goals and innovative ideas
- Organized and planned collaboratively with team members and executives to formulate successful events such as lunar events.

PROJECTS

UX Designer | PathFinder - Career Support for Students

JAN 2022 - APR 2022, Capstone Project

- Created a case study and ideated around the issue of students finding it difficult to have confidence in their future careers.
- Affinity mapping to gain insights and organized data using Figjam.
- Transformed low-fidelity wireframes to high-fidelity prototypes by using Figma and numerous plugins

UX Designer | No Scarps - Food Waste Management

JAN 2022 - APR 2022, Design Sprint

- Collaborated in a team of 4 UX Designers to design an app within 1 week about food management through interviews, Figjam, Figma and over Zoom.

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SKILLS

Figma, Invision, Wireframing, Moodboarding, UI Gathering UI/UX Design, Sketch, POP App, Prototyping, User Testing, Branding, Red Lining, Responsive Design, Heuristic Evaluations, Color Injections, Facebook Ads, Google Analytics, Social Media Marketing, Sports Marketing

PROFILE

I am a very creative and passionate person that is utilizing my marketing background to complement a UX Design transformation. Through understanding the marketing side of the consumer's roadmap journey, the UX Design process overlaps with what I believe users' needs and wants are. I am highly self-motivated and love integrating innovative ideas through determining what is the main problem.

EDUCATION

BrainStation | Diploma Candidate,

User Experience Design

JAN 2022 - APR 2022, TORONTO, ON

Ryerson University | Bachelors of Commerce, Minor in Sports Marketing

SEPT 2014 - 2019, TORONTO, ON

- Distinction, Specialization in Retail Management