

ZOE LI

UX UI DESIGNER

EXPERIENCE

Graphic & UI Designer | Freelance

NOV 2015 - SEP 2020, TORONTO, ON

- Redesigned desktop & mobile website for a local accounting firm
- Created bilingual (English & Chinese) website with content translation and localization to improve user accessibility
- Designed an e-commerce desktop and mobile website for a local organic skincare brand
- Created iterative logo designs for brands in various industries

Marketing Manager | Why C Media

DEC 2019 - MAY 2020, MARKHAM, ON

- Managed a wide variety of cross-media marketing campaigns
- Provided analysis and insights to clients via presentations in an easy-to-understand and engaging manner
- Designed and led the execution of marketing initiatives by working closely with the sales team

Digital Marketing Specialist | Safeway Tours

AUG 2014 - DEC 2019, TORONTO, ON

- Launched the Official Safeway Tours WeChat platform & designed the content.
- Created visuals & videos for West Coast tourism conferences and internal annual events
- Updated weekly marketing content for clients and agents

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEP 2020 - DEC 2020, TORONTO, ON

University of Ottawa | Honours Bachelors in Biomedical Sciences

JAN 2009 - 2014, TORONTO, ON

PROJECTS (TBA)

Peach Review | UX & UI Designer

OCT - DEC 2020, BrainStation Capstone Project

- Designed an iOS app that connects online shoppers to authentic reviews, and improves their experience in the digital realm.

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SKILLS

Figma, Sketch, InVision, Adobe XD, Illustrator, Photoshop, InDesign, After Effects

PROFILE

Passionate UX/UI designer with an education in biomedical sciences. I thrive in creating user-centered digital solutions and aesthetically pleasing visual content. I believe my strong analytical skills and background in marketing have prepared me to succeed in the field of UX/UI design.