

Irene Li

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EXPERIENCE

Bluebits Technologies Inc. — *Product Designer*

BURNABY | MAY 2020 - MAY 2024

- Led the product design of the BlueBox Smart Locker system (including the locker interface, user app and admin web portal) from ground up, now serving 300+ residential buildings in North America.
- Revamped company website to align with brand voice and improve cross-device user experience, resulting in a 2-minute increase in average session length.
- Collaborated with the marketing team to integrate market research into design decisions, resulting in an 18% uplift in daily active app users.
- Directed cross-functional teams to deliver the smart bike locker project with the City of Burnaby.

Cathay Media Group — *Graphic Designer*

BEIJING | JAN 2019 - JUL 2019

- Designed a scalable design system, ensuring brand consistency across all platforms.
- Worked independently to create visually compelling infographics and data visualizations for client presentations, enhancing information comprehension.

5U Website Ltd. — *Web Designer*

RICHMOND | MAR 2017 - DEC 2018

- Developed and presented high-fidelity mockups to clients, achieving a 90% approval rating.
- Managed 20+ web design projects from start to finish using HTML5, CSS3 and CMS for a huge variety of industries.
- Tested websites for compatibility across multiple browsers and devices, identifying and resolving issues to improve website accessibility.

EDUCATION

Simon Fraser University — *Bachelor Of Science*

BURNABY | SEP 2012 - DEC 2016

The School of Interactive Arts and Technology (SIAT)

PORTFOLIO

www.irenelidesign.com

PROFILE

Multidisciplinary designer with 7+ years of experience in UI/UX and product design. Proficient in creating user-centric digital interfaces for B2B, B2C, and C2B platforms.

I excel at crafting user-centric digital interfaces that align with business objectives.

Skills

Figma / Sketch
Adobe Creative Suite
(Photoshop, Illustrator)
HTML / CSS
Ionic
Search Engine Optimization
(SEO)
Content Management Systems
(CMS)
Google Analytics
Google Ads
Keynote
User Research
Prototyping
Wireframing
Usability Testing
User Interface (UI) Design
User Experience (UX) Design