Jeffery Li

designer

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Creative

Sketch
Figma
Origami Studio
InVision
Illustrator
Photoshop
After Effects
InDesign
Lightroom
Premiere Pro

Code

HTML
CSS
JavaScript
Processing

Education

University of Waterloo
Bachelor of Global Business & Digital Arts
Expected graduation in June 2020

Awards

2nd Place
a16z Battle of the Hacks 4.0
Jun. 2017 - Menlo Park, CA

2nd Place
Clear Spider UI/UX Case Competition
Feb. 2017 - Waterloo, ON

Experience

Royal Bank of Canada
Visual & UX Design Intern - *May 2017 - Aug 2017*

Collaborated with other co-ops to design RBC Pathway, a tool to empower UX designers and researchers to record and share their design processes

Synthesized primary and secondary data to create research insights and problem statements

Assisted a team of researchers and developers to create an interface for Curation using their research insights under a strict timeframe

Federation of Students
Graphic Designer - *Sep. 2017 - Current*

Designing marketing and promotional materials such as logos, posters, etc. for commercial services at Feds

Collaborate with the Marketing Coordinator and Design Lead to create marketing campaigns for Feds' events

Winged Canvas
Graphic Design/Jr. Art Dir. Intern - *May 2016 - Sep. 2016*

Created promotional and marketing materials for corporate communications

Branded the Winged Canvas ArtHub and designed logos, business cards, and signage

Conceptualized and produced logos and marketing material for clients, such as Success Tutorial School

Community

Hack the North
Product Designer - *Feb. 2017 - Current*

Canada's biggest hackathon where we bring over 1000 students from over 22 countries

Redesigned the user experience and interface for our mobile app that was used by over 500 attendees

Lead the design of the Hack the Throne website and collaborated with developers to implement the website