



laurali.ca
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Laura Li

graphic design • web development

"I am good at recognizing clients' design styles by using my unique skill set to not only fulfill, but also carry forward their needs. With strong programming skill and well developed design abilities, I am capable of incorporating both skills to develop amazing projects."

SKILLS

Design

Figma
 Illustrator
 Photoshop

Develop

HTML5 & CSS 3
 Bootstrap
 Processing
 Wordpress

Process

Ideation
 Wireframing
 Prototyping
 User Testing
 Sketching

EDUCATION

SFU 2011 - 2016

Interactive Art and Technology,
 Bachelor of Science

HIGH LIGHTS

Graphic Design
 Interface Design
 User Center Design
 User Experience Design
 Website Design

WORK EXPERIENCE

Sincubator UI & Graphic Designer Aug 2021 - Nov 2022

Tools:	Skill:	sincubator.com
Illustrator, Photoshop, HTML5&CSS3, Bootstrap, Figma	Communication Skills Front-end Development Graphic & Printable Design Iconography Design Interface Design	

An incubator company that translate business goals and objectives into digital experiences mainly for Chinese market.

- Design and created four static mobile responsive websites and related posters. The work process starts with hand drawings, integrated using Figma to create digital prototypes, and finally translated into live sites with HTML5 CSS3 and bootstrap.
- Work with marketing and development team to establish the overall look, graphic elements and content of communications materials.

Wonderworld Montessori Freelancer Apr 2021 - present

Tools:	Skill:	wonderworldmontessori.ca
Illustrator, Figma Wordpress	Branding Interface Design Front-end Development Communication Skills	

Redesign and rebuild Montessori daycare website. Brought a 280% increase in traffic, while earning 500+ high-quality leads in the first two months since coming online Currently providing maintenance work.

- Research, ideation, sketch, and test using different quality user experiences for digital products. Communicate with the client, to ensure further refine finally deliverables.
- Using personas, user-scenarios for new applications. Use user flow diagram, conducted user-testing using questions to ensure smooth navigation though the website.