JIANING (EDITH) LI
UX | UI | DIGITAL DESIGNER

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Education
Honours Bachelor of Interaction Design, 2017-2021
Sheridan College

Skills
Figma
Adobe Xd
Adobe Ps
Adobe Ae
Adobe Id

User Research
Wireframe
Prototyping
Site Mockups
HTML&CSS
Design Principles

Digital Marketing
Digital Media Management

Passionate designer with 2+ years experiences in site mockups building and site rebranding, generating interactive user flow, and providing creative solutions to clients. Successfully completed various design tasks with design team members from diverse backgrounds in a fully remote environment. Excellent Figma, Adobe Ps, Ae, and Xd skills. Able to adapt concept to product.

Experiences

Digital Designer
July 2022 - February 2024, *Horizn (Acquired by Inbenta).*
Create user flow prototype for digital demos and make site mockups for major banks such as Scotia Bank, RBC, BMO. Coordinate with content writers and project managers to help define product requirements. Help training team members to use design softwares.

Social Media Manager
February 2022 - January 2023, *Math Project.*
Generate marketing strategies to engage followers, and increase follower amount by 400%. Manage five accounts on different social media platforms, such as FaceBook, Instagram, and Twitter.

Digital Marketing Designer
May 2021 - September 2021, *LilyMilly Inc.*
Attract more customers by rebranding the e-commerce website. Design digital marketing focused content like new product banners, announcements for social media platforms, and advertising posters.

UX Designer
May 2021 - September, 2021, *Sheridan College*
Identify problems and provide solutions with team members from different backgrounds for the client successfully. Create a website from wireframe to prototype as a part of the solution individually.

Certificate

The Fundamentals of Digital Marketing
Google Digital Garage
Issued Oct 2020, No Expiration Date
Credential ID KPMDW2PCF