MEI JIE (Maggie) LI
UX/UI/Product Designer

www.maggielidesign.com
linkedin.com/in/maggieli9/
maggieL92@outlook.com
Atlanta, USA

SKILLS

Research
Information Architecture
Interaction Design
Wireframing
User Interface Design
Design System
Prototyping
Usability Testing

TOOLS

Sketch/Figma/Adobe XD
Photoshop
Illustrator
Lightroom
InVision/Principle/Marvel
Zeplin

PROJECTS

100 Days UI Challenge
2018 -2019

LANGUAGES

English
Mandarin Chinese
French

INTERESTS

Travel (17 countries)

Photography (Took photos
for weddings, events, etc)

WORK EXPERIENCE

Avanade (Accenture-Microsoft Consultancy)   May 2021 - Feb 2023
Product Designer. Canada Remote

- Led large-scale projects reaching millions of users for various clients, including Fortune 500 companies (Pepsi, WestJet, etc)
- Mortgage Cadence (B2B SaaS): Introduced a comprehensive UX process, including research, hand-off, usability testing, design review, and prototyping. Outcome: 50% reduction in missing document orders. 87.5% increase in customer satisfaction.
- TD Canada (Fintech): Initiated and developed a comprehensive design system for TD Insurance, optimizing designer efficiency.
- Made significant contributions to the design community beyond client work: let initiatives like the Design Resource List, AR & XR, conducted design interviews, and mentored junior designers.

rob0 Technologies Inc (Acquired by OnMobile)   Jul 2020 - Apr 2021
UX/UI Designer. Canada Remote

- Managed 3 projects. (B2B SaaS, B2C, Gaming)
- Owned the end-to-end design process including research, prioritize, design system, prototype, usability testing and iterations.
- Led the comprehensive redesign of an AI-powered video analytics tool for gaming data. Outcome: 100% onboarding completion rate. 15x rise in customer accounts.
- Collaborated seamlessly with cross-functional teams to deliver user-entered experience while addressing business goals.

Kinetic Commerce   Nov 2019 - Jul 2020
Product Designer. Toronto,ON

- Notable clients: Kiehl's, Lowe's, Yves Saint Laurent.
- Designed versatile e-commerce white label platforms serving store associates and customer-facing products.
- Demonstrated expertise in designing for diverse digital mediums, including iOS, Android, mobile, tablet, and web.

EDUCATION

DesignLab UX Academy   2019
User Experience Design Certificate Remote

JMSB Concordia University Montreal, QC   2014– Aug 2017
Bachelor of Commerce (With Distinction)
Marketing, Supply Chain Operations Management