μ Mu Lin Li • PRODUCT DESIGNER

mulinli8@hotmail.com   +1-647-572-9577   mulin.ca

PROFILE —

I'm an empathetic creative with 6+ years of experience designing impactful visuals across mediums. Constantly fascinated by people and their experiences, I aim to create innovative user-centric designs.

EDUCATION —

University of Waterloo • 2014-2018
Bachelor of Global Business and Digital Arts, 3.70 GPA With Distinction, Dean's Honors

Lighthouse Labs • 2020
Intro to Front End with Javascript

WORK EXPERIENCE —

UX/UI Designer at Porter Airlines • March 2022-Present
- Main designer on the BMO VIPorter Mastercard launch. Designed 4 new operational flows and 2 new promotional pages. Conducted usability, accessibility and quality assurance testing. This work contributed to a result of 1238 sign ups in 1 day, breaking BMO's bank record.
- Owned the mobile app design system and contributed to clean up and organization of components.

Brand Designer at Moves Financial, AION & The Open Application Network • Feb 2020-Feb 2022
- Strategically leading the Moves brand to ensure that it remains user centric and reflective of the company's vision, supporting Growth team initiatives. Gained alignment on brand intentions in a fast paced Fintech startup.
- Redesigned the marketing website, leading to better user experience and the acquisition of over 1,000 users in 1 month.
- Designed content for the crypto coin AION's social media, increasing engagement on all platforms.

Graphic Designer & Native English Teacher at KidsEdge Education Center • Oct 2018-Sept 2019
- Owned the marketing website and implemented Google Analytics to create an understanding of the user, which helped in the creation of intuitive designs.
- Redesigned teaching materials and student publications, leading to more effective learning.
- Managed all social media outlets, as well as content creation for them, which led to a 45% increase in engagement and 50% increase in followers.

Marketing Designer at Roadmunk • Aug in 2016 & 2017 (2x internship)

SKILLS & INTERESTS —

Skills
Figma, Adobe Creative Cloud, Jira, HTML, CSS, Wordpress, email builders (e.g. Braze, MailChimp), motion graphics, wireframing, web design, usability testing, accessibility testing, design thinking & strategy, communication & organization.

Interests
Photography, drawing, snowboarding, hiking, travelling, cooking and eating great food.