

# JILL CHAO-SHENG LI

## UX/UI Designer. Graphic Designer.

### CONTACT

---

604 710 9071  
jillchaoshengli.com  
jillchaoshengli@gmail.com

### HONORS

---

2021 Bronze Winner  
*Indigo Design Award*  
Student Award of Distinction  
*InFocus Film School*

### SKILLS

---

Content strategy  
Concept development  
Collaborative creative process  
Design for print and web  
Design thinking  
HTML + CSS coding(basic)  
Information architecture  
Interactive prototyping  
Remote conferencing  
Public speaking  
User research  
Usability testing

### SOFTWARE

---

Adobe...  
.....After Effects  
.....Dreamweaver  
.....Illustrator  
.....InDesign  
.....Photoshop  
.....Premiere Pro  
.....XD  
Figma  
Mailchimp  
Sketch  
Shopify

### LANGUAGES

---

English (fluent)  
Mandarin (native)

### EDUCATION

---

#### **Certificate, Digital + Graphic Design, 2021**

*InFocus Film School* ■ Vancouver, British Columbia, Canada

#### **Certificate, Emotional + UI Design, 2020**

*Interaction Design Foundation* ■ Vancouver, British Columbia, Canada

#### **Diploma, User Experience Design, 2020**

*RED Academy* ■ Vancouver, British Columbia, Canada

#### **Bachelor of Arts, English Language + Literature. 2017**

*National Cheng-Chi University* ■ Taipei, Taiwan

### DESIGN EXPERIENCE

---

#### **UX/UI Designer, UX Researcher**

*Because All Children Matter / UX Rescue, Canada* ■ Jul 2020 – Jan 2021  
Redesigned desktop, mobile versions of website for nonprofit that recruits volunteers for various projects in Kenya. Conducted user research employing design thinking, heuristic analysis, desk review, user interviews, surveys. Biweekly roundtable meeting with stakeholders.

#### **UX Designer, UX Researcher**

*Keela / RED Academy, Canada* ■ Sep 2019 – Mar 2020  
Designed mobile app for on-the-go users of Keela's CRM/fundraising software for nonprofits. Work included user interviews, surveys, information architecture, user flows, usability testing, high fidelity wireframes, interactive prototypes.

#### **UX/UI Designer, UX Researcher**

*The SAGE Foundation / RED Academy, Canada* ■ Sep 2019 – Mar 2020  
Redesigned site for higher engagement on web, mobile platforms. Deliverables: user interviews, surveys, information architecture, personas, user flows, usability testing, high fidelity wireframes, interactive prototypes.

### OTHER EXPERIENCE

---

#### **Project Administrator**

*Cambridge International Education Institute, Taiwan* May 2018 – Aug 2019  
E-learning experience designer, IELTS counselor. Conducted contextual analysis, usability testing, and service design to develop online courses.

#### **Talent Researcher**

*Couture Consulting, Taiwan & China*  
Jan 2017 – Apr 2018  
Talent researcher, recruiter for high fashion brands including LV, Prada, Chanel, Dior, Givenchy, Dolce & Gabbana, Blanc de Chine, and more. Successfully placed nine candidates in 12 months. Deliverables: candidate interviews, talent assessment reports, market research.

#### **Program Director**

*AIESEC, Taiwan & Thailand*  
Sep 2012 – Apr 2016  
Led a team of 11 people to promote international internship/volunteer programs with 10+ strategic partners. Managed volunteer projects, marketing campaigns, and stakeholder contacts.