

Lily Li

lilyli.design.com

lily.li.3937@gmail.com

678 628 5337

Skills

Disciplines

Visual Design
Experience Design
Branding & Logos
Wireframing
Prototyping
Information Architecture
Print & Graphic Design
Illustration
Photography

Software

Bohemian Sketch
Adobe Creative Cloud
InVision
Autodesk AutoCAD
HTML
CSS
Java
Python

Languages

English
Japanese
Korean
Mandarin Chinese

Education

Georgia Institute of Technology

ATLANTA, GA · AUG 2014 - MAY 2018

- Major: Computer Science (Media & People), Minor: Japanese
- GPA: 3.56
- Georgia Tech Honors Program
- Zell Miller Scholarship Recipient

Experience

Experience Design Consultant · Slalom

ATLANTA, GA · JUL 2018 - CURRENT

- Worked as a contributor on interdisciplinary teams comprised of other designers, project managers & owners, researchers, and developers
- Produced various user personas, journey maps, workflows, visual designs, wireframes, annotations, interactive prototypes, and style guides for mobile and web apps
- Created graphics, illustrations, icons, and marketing materials for merchant-facing features
- Defined and provided guidance for building new design systems, including information architecture, interface design, experience patterns, and visual language direction
- Conceptualized branding and created asset packages for various clients and organizations, including Cox Cloud, Empower Her, Dream Makers Conference for High School Girls, Pride parades, blood drives, and other events and initiatives.
- Clients: COX Auto, Truist (formerly SunTrust), Floor & Decor, The Home Depot, COX Communications, OshKosh

UI / Visual / Web Design Intern · VMware

MOUNTAIN VIEW, CA · MAY 2017 - AUG 2017

- Redesigned internal Flings website to abide by Clarity UX Design standards
- Used Rails to integrate Flings with VMware website to increase software downloads

UX Design Intern · PegasusCRM

DECATUR, GA · MAY 2016 - AUG 2016

- Prototyped new features and redesigned existing modules for the customer management software
- Launched marketing tools and a new website for a PDF rendering software.