

Nolan Li

UX/UI Designer

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EDUCATION

University of Alberta

Bachelor of Science (BSc)
Mathematics - Computational
Science

Toronto Film School

Diploma in Graphic Design &
Interactive Media

SKILLS

Design

User Experience Design
User Interface Design
Responsive Design
User-Centric Design
iOS/Android UI
User Journey Map
Information Architecture
User Flow
Wireframing
Prototyping
Low/Hi-fidelity Mockup
Typography
Design System

Research & Testing

Quantitative Research
Qualitative Research
User Personas
User Testing
Card Sorting
Tree Sorting

Tools

Figma
Adobe XD
Sketch
Principle
Adobe Creative Suite
(Photoshop, Illustrator,
InDesign)
InVision
Jira
Miro
Axure

Coding

HTML/CSS
JavaScript
React.js
Python
Matlab
SQL

EXPERIENCE

UX Designer | Hexie Digital (Agency)

12/2022 - Present | Calgary, AB

BEYOO App

- Designed BEYOO, the inaugural Asian influencer marketing platform in North America, collaborating with an agile team and launching an influencer portal that now serves **200+ influencer users**.
- Conceptualized user flows, information architecture, wireframes, design systems, and high-fidelity mockups for both **B2B & B2C** features for the BEYOO SaaS product, leading to a **20% user increase** after incorporating feedback from 5 rounds of A/B testing.
- Crafted the visual standard, logo, mood board, and color palette, incorporating them into a variety of brand materials and peripherals, which were prominently showcased at the Collision Conference.

University of Alberta Research Site

- Leveraged in-depth user research, including interviews and card sorting sessions, and analyzed **275k data entries** from Google Analytics to identify and address the inefficiency of the navigation system for researchers, decreasing the time spent on the navigation system by **5 minutes**.
- Prototyped 3rd-level pages to streamline access to grant instructions and workshop information for **500+ researchers** using Figma, which, through user testing sessions, contributed to a **60% improvement** in researcher satisfaction.
- Optimized features across web and mobile platforms, implementing design changes using HTML/CSS through the Cascade Content Management System (CMS) for **150+ web pages**, and **enhancing researcher engagement by 20%**.

UX/UI Designer | NTT DATA Services

06/2022 - 12/2022 | Victoria, BC

- Revitalized the onboarding experience for new hires by leveraging Miro for redesigns and conducting **5 insightful user interviews** to cater to their unique needs.
- Led UX Design Introduction workshops for **100+ audiences**, enlightening the internal tech committee on the pivotal role of UX Designers and fostering effective collaboration within **agile** teams.

UX/UI Design Intern | B.E FIT Tech Inc.

01/2022 - 06/2022 | Edmonton, AB

- Collaborated with cross-functional teams to develop user flows and information architecture across internal and client-facing platforms, enhancing the B.E FIT design system and resulting in a **70% reduction** in user-reported issues over a 6-month period.

Marketing Designer | Explorer Group Canada

06/2021 - 09/2021 | Edmonton, AB

- Utilized marketing research and personas to craft and execute social media strategies, **amplifying traffic by 400%** on Instagram and RED.
- Created compelling posters and graphics using Figma and Adobe Creative Suite, informed by user analytics, to enhance visual appeal and **boost 50% of user clicks** and interactions.