

# Xiyu Li (Kathy)

## Product Designer

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🌐 www.kathyllxy.com

## DESIGN EXPERIENCE

### SPACE AGE

Toronto, Canada

#### Digital Experience Designer

Mar 2020 - Present

- Develop the user experience and creative concepts/visual design for website, eCommerce experience, landing page, social media, web banners and other digital initiatives.

### RED ACADEMY

Toronto, Canada

#### UX/UI Designer & Project Lead

Jun 2019 - Dec 2019

- Worked with multiple real clients and the UX/UI team and led projects to develop final products.
- Conducted user research and designed low to mid fidelity wireframes for responsive web apps, mobile apps, and websites.
- Performed user testing, prototyped the products, and delivered on-site client presentations.
- Developed standard UI components from inception to final products, rebranded companies with new logos and style guides.

## BUSINESS ADMIN EXPERIENCE

### ALVAREZ & MARSAL LLC

Houston, TX

#### Financial Consultant

Jun 2016 - Oct 2018

- Provided financial expertise through data analysis and modelling to help prominent law firms resolve commercial litigations.
- Efficiently communicated and collaborated with lawyers, industry experts, and clients.

### NATIONAL OILWELL VARCO

Houston, TX

#### Business Strategy Manager

Jan 2016 - Jun 2016

- Built relationships with clients to identify business opportunities and promote long-term cooperation.

#### Market Research Analyst

Jun 2013 - Dec 2015

- Supported Chief-level decision-making through strategic analysis and development planning.
- Produced competitor and customer intelligence reports for different divisions inside the company.

## SKILLS

### RESEARCH

User research  
Market research  
Usability testing  
Data analysis (SQL, SPSS)

### DESIGN

UX/UI design  
Wireframing  
Prototyping  
Responsive design  
Animation design

### SOFTWARE

Adobe XD    Photoshop  
Sketch        Illustrator  
Figma         Invision  
HTML         CSS  
Keynote      Excel  
SQL            SPSS

### OTHERS

Agile and Scrum Methods  
Client presentation  
Project Management

## EDUCATION

### RED ACADEMY

#### UX/UI Design Certificate

Jul 2019 - Dec 2019

### CARNEGIE MELLON UNIVERSITY

#### Master of Statistics

2012 - 2013

### DICKINSON COLLEGE

#### Bachelor of Math & Econ

2008 - 2012