



# BEATRICE LI

## Product Designer

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### CAPABILITIES

Curious. Collaborative. Innovative.  
Obsessive in aesthetic and tenacious in results, I put my heart into uniting user and business satisfaction.

### SKILLS / TOOLS

|                    |            |
|--------------------|------------|
| UI / UX            | Adobe CC   |
| Wireframing        | Sketch     |
| Rapid Prototyping  | Proto.io   |
| User Research      | InVision   |
| Usability Testing  | Principle  |
| Graphic Design     | Framer.js  |
| Illustration       | Balsamiq   |
| Animation          | HTML / CSS |
| Web Design         |            |
| English / Mandarin |            |

### HACKATHONS

- Hack the Violence 48-Hour Hackathon
- 1st Place - Best Prototype
  - 2nd Place - Best Overall

### EDUCATION

#### Kennesaw State University

##### B.A. New Media Arts

Aug 2013 - May 2015

- Cum Laude
- Dean's List
- International student scholarship

#### North China University of Technology

##### B.A. Animation

Aug 2010 - Dec 2013

- Academic scholarship

### IBM / Product Designer

Atlanta, GA • Feb 2016 - Present

Championing brand cohesion of the iOS Core Team to ensure strength of an iconic brand and implementation of new features in a rapid environment.

Collaborating with agencies and upper leadership to revolutionize app's interaction with users.

Shadowed Watson cognitive team to explore opportunities in machine learning for seamless user interactions.

### The Weather Channel / UI / UX Designer

Atlanta, GA • May 2015 - Feb 2016

Audited active product success to reveal and address opportunities to increase user satisfaction.

Guided cross-divisional teams through visual identity in new features.

### SONY / UI / UX Designer

Lund, Sweden • Sep 2014 - Jan 2015

Collaborated with mobile UX team in a fast-paced Agile environment to design, create, and implement user interface for SONY wearable products.

Developed interactions and mobile app integration with peripheral.

### You42 / User Interface Designer

Atlanta, GA • May 2014 - Aug 2014

Escorted team through user journey and laid the foundation for expanded feature development.

Pioneered brand identity through iconography and MVP wireframes and prototype.

### The Sting Magazine / Graphic Designer

Marietta, GA • Aug 2013 - May 2014

Designed advertising and editorial graphics to facilitate story engagement. Formulated page layout and flow for optimal choreography and experience.

### Zen World Studio / Product Designer

Beijing, China • Jun 2012 - Aug 2012 (Intern)

Designed graphics for PU TUO Park inspired by local history and tradition. PU TUO postcard series commercially published.