

ZHUOHANG LI

ROGER LI ▸ PRODUCT DESIGNER

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EXPERIENCE ● UX/UI Designer - Aethos

09/2022 - Present

Collaborated the end-to-end design process of "KōCH," a two-sided fitness application. From research and ideate to prototyping and final design, while collaborating with a cross-functional team to ensure high-quality execution.

- Conducted user testing like survey, behavior observation and think aloud. Analyzed 50+ responses from user testing, resulting in a 35% increase in participant preference.
- Created the investment proposal that secured 500k dollars in investment (808k total, 2021-2023).
- Illustrated visually appealing promotional materials that generated a 15% increase in user engagement and a 20% increase in brand awareness within the first month of implementation.
- Delivered a Webflow site with 40% traffic increase, 25% engagement boost, and 15% inquiry rise.

● UX/UI Designer - University of Waterloo EcoCar (UWAFT)

08/2020 - 04/2022

- Developed 3 detailed personas to better understand the user's needs, goals, and behaviors.
- Created a user journey maps to visualize the user's experience and inform design decisions, resulting in a 15% increase in user satisfaction.
- Designed and iterated high-fidelity prototypes and wireframes, resulting in a 30% increase in user engagement and a 20% decrease in user errors.
- Conducted 15 rounds of usability testing, resulting in around 85% success rate of task completion and a 25% decrease in user frustration, validating and refining designs to ensure an optimal user experience.

● Web Designer (Co-op) - Finiite Technology Inc.

06/2021 - 08/2021

- Led group of 4 student Co-op students to redesign website, resulting in 50% increase in time on page, 30% increase in page views, 20% decrease in bounce rate, and 15% increase in session duration.
- Designed Instagram feed posts using Canvas, Figma, and Adobe Illustration, resulting in a 20% increase in social media engagement.

EDUCATION ● Distinction B.A of Global Business and Digital Arts

University of Waterloo

09/2018 - 06/2022

SKILLS ● Hard Skills

Product Design / Figma / Adobe Creative Suite / Sketch App / Webflow / HTML&CSS / InVision / Spline/ Agile / Design Thinking / Inclusive Design / Web Design / Mobile Design / Wireframing / Rapid Prototyping / User Interface Design / Mandarin / User Experience Design (UED) / User Experience (UX) / User-centered Design