

LIZ LI

designer. illustrator. creator.

CONTACT

doodletilidie@gmail.com

ig: @doodletilidie

on the web: doodletilidie.com

SKILLS

basic

adobe after effects

react.js

framer

animation

knowledge of javascript

social media management

intermediate

HTML + CSS

illustration

SEO

user testing

marketing analytics

mobile app development

advanced

adobe XD

figma

adobe photoshop

adobe illustrator

adobe indesign

prototyping

ux + ui

digital advertising

branding

print communications

typography

identity systems

b2b software development

saas development

b2b marketing

WORK EXPERIENCE

Senior UX Designer at Goodjob and Rock Enrollment from October 2022 - March 2024

UX / UI and brand development of Goodjob and Rock Enrollment Software

Program/Marketing Coordinator at Faith & Community Empowerment from March 2022 - October 2022

Creation of marketing materials for both web and print, designing event materials, website management

UX Designer at WebEnertia from April 2019 - September 2021

Development of UX strategy and narrative for B2B tech companies

Contract Designer at Blackwave from October 2018 - January 2019

Creation of visuals for Blackwave promotionals, UI skins for the Blackwave messenger app, designing ui + ux for the Blackwave direct interface server.

Web Designer at iSpectra from August 2018 - August 2019

Creation of the iSpectra website, from ideation to fully functioning website

Head of Community & Customer Success at Modacity from January 2018 - February 2019

Managing and creating content for company's social media pages, designing and running advertisements on social media, working with social influencers, conducting user research

Associate Interactive Designer at FireEye from April 2015 to June 2017

Big data visualization, UI/UX for task flow optimization, prototyping, wireframing, creating UI style guides

Visual Design Intern at FireEye from May 2014 to April 2015

Designing UI assets and page layouts, used typography skills to optimize the UI

EDUCATION

Undergraduate BFA in Visual Communications at Ball State University