LIZ LI

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designer. illustrator. creator.

CONTACT

doodletilidie@gmail.com
ig: @serendipitous.shutter
on the web: doodletilidie.com

SKILLS

basic
adobe after effects
react.js
framer
motion graphics
interaction design
knowledge of javascript
social media management

intermediate
HTML + CSS
web accessibility (WCAG)
responsive web design
illustration
design systems
SEO
user research & testing
marketing analytics
mobile app development

advanced
adobe XD
figma
adobe photoshop
adobe illustrator
adobe indesign
prototyping
ux + ui
information architecture
wireframing
visual design
branding
b2b software development
saas development
b2b marketing

WORK EXPERIENCE

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

Founding ux + ui designer at both startups, responsible for all wireframing, prototyping, and visual design efforts put into both Goodjob and Rock Enrollment's software.

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

Creation of visuals and marketing materials for both web and print, designing event materials, and website management for faith based non profit

UX Designer at WebEnertia from April 2019 - September 2021

Agency experience developing 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 graphics and 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, ux + ui 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

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Undergraduate BFA in Visual Communications at Ball State University