LIZ LI

designer. illustrator. creator.

@serendipitous.shutter

doodletilidie@gmail.com

Pasadena, CA

doodletilidie.com

EDUCATION

2010-2014
BALL STATE UNIVERSITY
BFA in Visual Communications

SKILLS

basic

- adobe after effects
- react.js
- framer
- motion design
- 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

Goodjob and Rock Enrollment

Senior UX Designer 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.

Faith & Community Empowerment

Program/Marketing Coordinator from March 2022 - October 2022

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

WebEnertia

UX Designer from April 2019 - September 2021

Agency experience in developing UX narrative for B2B tech companies, occasionally designing digital assets and visuals

iSpectra

Web Designer from August 2018 - August 2019

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

Modacity

Head of Community & Customer Success 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

FireEye

◆ Associate Interactive Designer from April 2015 to June 2017

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

◆ Visual Design Intern from May 2014 to April 2015

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