

Ruoxi(Raven) Li

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[Linkedin](#)

I am a highly skilled Multidisciplinary Designer with **over 3 years of experience** in **UI/UX, Graphic Design, and Visual Communications**. In 2019, I obtained a Master of Design degree from the University of New South Wales. While my primary focus has been on the digital world, I have also gained valuable exposure to print work. Throughout my career, I have successfully designed and delivered over **40 captivating websites** and 10 branding designs that have left a lasting impact on users.

Tools

Adobe CC, Figma, HTML, CSS
Wordpress, Shopify, Mailchimp,
Hubspot

Expertise

Graphic design, Web design, UI/UX,
Illustrations, Photography, Editing/
retouching

Experience

UI/UX designer | Paylab

2023.02 - Now

- Wireframed and prototyped high-fidelity designs of 3 features for both Mobile app and desktop portals.. Redesigned the mobile app interface, contributing to brand refreshment and improving user experience.
- Established a new design system and expanded design libraries based on updated brand guidelines. Maintained and managed design systems to ensure consistency and efficiency.
- Collaborated effectively with product designers, product managers, and development teams within an Agile workflow.
- Led and executed various design projects, including promotional emails, company websites, presentations, and templates.

Mid-weight graphic designer | Zipzipe marketing agency

2020.06 - 2023.02

- Collaborating with diverse clients across B2B and B2C industries, I've crafted over 40 captivating websites. My work scope involves thorough competitor and target audience research, wireframing, prototyping, and creating visually appealing UI/UX experiences.
- Drived complete brand solutions, establishing identities and engaging customers from inception. My visual guidelines ensure consistent representation across channels. Result: Cosoosoo brand sales surged by 23% post-launch.
- I am responsible for delivering a wide range of design assets, encompassing logos, packaging, brochures, business cards, posters, and digital promotional materials such as email campaigns, Google Display ads, and social media profiles.
- Mentor junior designers, planning and delegating tasks to ensure timely and high-quality deliverables. Implementing a structured brand design workflow and coordinating photoshoot planning.

UI/UX designer (Intern) | SAM.Coach

2020.05 - 2020.06

Conducted initial research, devised user flow map and wireframe, and collaborated with the design team to develop a high-fidelity prototype for a desktop application aimed at assisting sales professionals in preparing questions before meetings.

Graphic designer (Part time) | Bannercity

2020.01 - 2020.06

- Collaborating closely with clients for effective communication.
- Handling print orders and conducting pre-press checks for large-format printing.
- Crafting creative posters, brochures, and signage designs to meet client needs.

Graphic designer (Intern) | Think creative agency

2019.12 - 2020.03

- Efficiently respond to marketing team, designing monthly eDM from concept to finished artwork.
- Generate graphic assets for various media platforms, such as websites, emails, and print materials.
- Provide valuable assistance to Senior Designer on diverse creative projects, including websites and icons.

Education

Master of Design | University of New South Wales

2017 - 2019

Sydney, Australia

Bachelor of Food Science and Engineering South China University of Technology

2012 - 2016

Guangdong, China

Language

English

Professional working proficiency

Chinese

Native or bilingual proficiency