

WAISIE LI

Web Designer / UI Designer

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SKILLS

Web Design, UI/UX Design, Responsive Design, Front-end Development, Email Design, Brand Identity, Graphic Design, Web Templates.

EXPERIENCE

SNIPES USA - Web Designer / Front-end Developer

January 2019 - Current

- Designed mobile filter, new release, raffle and mobile cart, product pages for the SNIPES USA brand.
- Designed SNIPES collaboration brand page such as Playstation, Meek Mill, Sprite and Streetball Collection.
- Developed and designed responsive events pages for Philly Love and Made in America.
- Weekly updates for Web and mobile app homepage.
- Reviewing UI with creative team and making necessary edits to accommodate technical.
- Building wireframes then turned into responsive design in Sketch.
- Designed a set of Icons including shoes, clothing and accessories that helped enhance usability.

Jako Enterprises Ltd - Web Designer / Front-end Developer

September 2016 - January 2019

- Act as designer and/or developer on various projects for the KicksUSA and UBIQ brands' website. Worked closely with other team members in different stages of these projects to ensure requirements are met, while reinforcing the brands' styles.
- Designed homepage, category, brands, new release, cart, checkout, my account, raffle, stores and help center pages for the KicksUSA brand.
- Developed responsive Web pages for the project that helped with getting the right to sell Air Jordan brand products on our e-commerce Website.
- Redesigned help pages by simplifying them to reduce clicks, and to allow customer to find answers faster and easier, which improved customer satisfaction rate, and reduced customer support volume.
- Overhaul the design and layout of existing transactional emails using the brand's styles, and ensured consistent styles across emails. Coded emails to be compatible with common email clients such as gmail Apple Mail and outlook.
- Designed and developed new automated emails such as Browse Abandoned and Welcome Series emails that help drive sales.

- Designed various UI components including datepicker, instore pickup, size guide and shopping cart.
- Designed brand pages such as Nike, Jordan, adidas, Timberland and North Face to make shopping easier and help the customers to understand the brand better.
- Weekly updates for Web and mobile app homepage.

BRAVE & CO - UI & UX Designer / Web Developer

October 2014 - April 2017

- As the designer and developer, from gathering requirements, to wireframing, to launch, worked closely with team in creating a responsive website for Brave&Co that allows the company to sell and promote its product, at the same time, reinforces the brand's minimal and vintage styles.
- Implemented the UI using HTML, SASS, and jQuery, and integrated with Wordpress and the WooCommerce plugin to allow content to be easily managed.
- Designed and developed various UI components including datepicker, shopping cart, checkout forms and single item.
- Designed and styled WooCommerce plugin components such as single item and checkout flow, and incorporated these components to create a seamless ecommerce experience.
- Designed and coded marketing emails including customer invoice, coupons and weekly journal and managed emails using Mailchimp.

MOD Worldwide - Junior Front-End Developer

September 2015 - March 2016

- Worked closely with the web and graphic team on various projects. Built HTML/CSS landing pages and maintained existing client websites. Resolved technical issues through research and debugging.
- Developed and managed email blast coding and scheduling for clients using Silverpop, Exact Target, and MailChimp. Tested HTML emails in Litmus.
- Maintained and updated existing projects.

Iperdesign - Web Designer Intern

April 2014 - October 2014

- Responsible for web design, logos, branding design, icon development, user interface design, edits, image search, concept development, file layout and revisions.
- Worked closely with designers and creative directors to ensure that the designs were translated into highly usable and dynamic websites.

TOOLS

Sketch, Photoshop, Illustrator, InDesign, Lightroom

HTML5, CSS3 (Sass), jQuery, PHP, WordPress

EDUCATION

The Art Institute of Philadelphia

Bachelor Degree in Web Design & Interactive Media

HONORS & AWARDS

Best of Quarter: Advanced Topics in Web Development

Best Portfolio: Web Design & Interactive Media

AIPH: Academic Recognition 2014