

# shelby li

+ contact@shelbyli.com  
+ www.shelbyli.com  
+ Los Angeles, CA

## experience

**SapientRazorfish** Los Angeles, CA

Senior Experience Designer

*November 2017 – present*

- + Ascertain business needs of clients in a variety of industries (including wireless telecommunications, semiconductor, finance) and articulate the problem to be solved
- + Develop the experience based on audience insights; produce flow diagrams, wireframes, interactive prototypes, and site maps to convey the experience
- + Implement solutions that satisfy client business needs and improve the experience for end users
- + Lead presentations and facilitate discussion of the work

User Experience Designer

*April 2015 – November 2017*

- + Created site maps, flow diagrams, wireframes, interactive prototypes, and usability test plans / scripts
- + Collaborated with strategy, visual design, and development teams to deliver robust, well-executed digital solutions

User Experience Associate

*July 2013 – April 2015*

- + Supported user experience lead in realizing overarching digital strategy and user experience by producing research documents, site maps, flow diagrams, wireframes, and interactive prototypes

User Experience Intern

*June 2012 – August 2012*

- + Assisted user experience lead with client work
- + Worked in collaborative team environment with strategy, creative, and development interns to create user-centered solutions

## education

**University of Washington** Seattle, WA

Bachelor of Design in Interaction Design

Minor in Art History

*September 2008 – June 2013*

- + Coursework included interaction design, visual storytelling, digital and physical prototyping, design research
- + All courses collaborative and project-oriented
- + Projects collaborative across disciplines

**General Assembly** San Francisco, CA

Front End Web Development Course

*January 2015 – April 2015*

- + Ten-week course covering basic front end web development concepts. Learned fundamentals of HTML, CSS, JavaScript; leveraged libraries and frameworks including jQuery, Bootstrap, handlebars, AJAX
- + Coded multi-page websites and simple web applications

## awards + honors

**OMMA Award for UX/UI** OMMA Awards 2017

SapientRazorfish redesign of T-Mobile e-commerce experience selected as the winner of the UX/UI category

**Silver Award for Best Web/E-commerce** ECHO Awards 2017

SapientRazorfish redesign of T-Mobile e-commerce experience selected as a finalist for the Best Web/E-commerce category

**Summer 2010 Juried Show** Jacob Lawrence Gallery

Student project selected for inclusion by Claire Cowie

## technical skills

Axure, Sketch, Adobe Creative Cloud, Omnigraffle, InVision, Proto.io, HTML5, CSS3, Javascript, Processing, Arduino

References available upon request