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+ Los Angeles, CA

shelby li

experience

Razorfish Los Angeles, CA

User Experience Designer

April 2015 – present

- + Understand and determine business needs of clients and clearly articulate the problem to be solved
- + Define the user experience based on audience insights; create site maps, flow diagrams, wireframes, interactive prototypes, and usability test plans / scripts
- + Collaborate with strategy, visual design, and development teams to deliver robust, well-executed digital solutions
- + Have worked with clients in the following industries: wireless telecommunications, semiconductor, finance

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

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

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
- + Produced multi-page websites and simple web applications

awards + honors

Summer 2010 Juried Show Jacob Lawrence Gallery

Student project selected for inclusion by Claire Cowie

technical skills

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

References available upon request