Kelly Li
Visual & UI/UX Designer

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EXPERIENCE

Visual (UI) Designer • Riot Games
Nov 2021 – Present | Remote/Santa Monica, CA

- Collaborates with teams across multiple disciplines to share design ideas, strategies, and goals to maintain consistent branding, visual design, and user experience
- Design branded graphic and motion assets to promote new features, product vision, and company-wide announcements
- Delivers scalable and branded visual design components, interaction, typography, and features for various mobile devices (wireframes, mockups, prototypes)
- Ensure empathetic designs are shipped to players by collaborating closely with UX designers, engineers, and stakeholders in early development
- Support final delivery and development with engineers by providing quality analysis feedback and clear annotations on Figma of user interface designs/experiences

Junior Art Director • Best Choice Products
Sept 2018 – Sept 2019 | Tustin, CA

- Developed Amazon A+ (Enhanced Brand Content) templates that streamlined production, optimized mobile legibility, and increased product conversion rates by 7% in 3 months
- Led the development of digital campaign designs (email campaigns, web banners, social media posts, digital ads, and blog content)
- Directed and styled packaging and product hero shots with the in-house photographers
- Collaborated with a team of 2 designers and an engineer to develop the beta version of the new product page
- Designed the internal brand messaging guide and guided Product Development team to produce branded product designs for brand awareness

Graphic Designer • Best Choice Products
Jul 2017 – Sept 2018 | Ontario, CA

- Led development of new package designs and guidelines of 200+ products for home and toy categories to increase brand awareness
- Led product instruction manual designs which reduced customer returns
- Reduced packaging production costs by 10% by optimizing material and box style usage

Freelance Graphic Designer
2015 – 2021

- Designed branded print marketing collateral, web banners, digital ads, newspaper ads, brochures, pitch decks, package designs, posters, logos, and stationary

SKILLS

UI design	Usability testing
Branding	Heuristic Evaluation
Graphic design	Motion design
Prototyping	Package design
Wireframing	Photography

TOOLS

Figma	Photoshop
Adobe XD	Lightroom
Sketch	After Effects
InVision	InDesign
Illustrator	Jira

EDUCATION

California Polytechnic State University, Pomona
Jun 2017

BFA Graphic Design & Minor in Marketing

CERTIFICATIONS

Coursera
CalArts & UC San Diego

Visual Elements of User Interface Design

Human-Centered Design: an Introduction

User Experience: Research & Prototyping