

# JIAJIA LI

## UI/UX designer

**Portfolio** <https://jiajiali.design>

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## EDUCATION

### Master of Fine Arts

Aug 2018 - Dec 2020

*Rochester, NY*

Visual Communication Design

Rochester Institute of Technology

### Bachelor of Arts

Aug 2014 - Jun 2018

*Anqing, China*

Fine Arts

Anqing Normal University

## SKILLS

### Design

User Research

Idea Analysis

Wireframing

Interface Design

Visual Design

Interaction Design

Usability Testing

Prototyping

Motion Graphics

Illustration

3D Modeling

Packaging Design

### Tools

Figma

Adobe XD

Sketch

Principle

Adobe Suite

Invision

Cinema 4D

Procreate

Maya

P5.js

Javascript

Artios CAD

## EXPERIENCE

### UI/UX Designer

VisionX

*San Jose, US*

May 2021 - Present

- Redesigned website for aiDocuDroid of Konica Minolta. Interviewed clients to understand their needs. Analyzed their existing websites with clients and shared my design ideas. Collaborated with PM and Engineering teams to define and implement innovative solutions for overall user experience.

- Focused on the visual design of AI Mart website include icons, banners, images, and illustrations. Redesigned the layout and typography of the entire site.

- Designed Smart Planting website include gathered information, designed user flow, drew wireframes, designed interface, and created prototype.

### Portfolio Mentor (Remote)

Xin Design Studio

*Qingdao, China*

Sep 2019 - Dec 2020

- Analyzed the client's project which includes UI/UX design and graphic design. Used my design knowledge to guide the client on how to revise the project. Composed the client's portfolio.

### Color Training Teacher

Dingyi Art Studio

*Anqing, China*

Dec 2014 - Sep 2016

- Drew a demo of Gouache's still life and Gouache scenery for students in the class twice a week.

- Reviewed and revised students' drawing assignments daily.

- Made the step-by-step list of gouache painting based on the students' problems in the process of learning painting.

## CERTIFICATION

### Google UX Design Certificate