

DELICIA LI

LEAD PRODUCT DESIGNER
+ DESIGN STRATEGIST

EDUCATION

SIMON FRASER UNIVERSITY

Interactive Arts and Technology + Communication Joint Major

SKILLS

DESIGN

Storyboard
Design language
Wireflow
Wireframe
Prototype
Illustration
UX strategy
User flows
Art direction
Style guide

TOOLS

Figma
Sketch
InVision
Adobe XD
Principle
InDesign
Photoshop
Craft
Notion
GitHub / ZenHub

RESEARCH

Research guide
Data analysis
Usability test
Participatory
Survey
Ethnics practice
Field research
Interview
Persona
Journey map

PROGRAMMING

Java
HTML
CSS
Unity
Arduino

WORK EXPERIENCE

DELIVERECT FINANCE SUITE: PRODUCT STRATEGIST + LEAD DESIGNER Jan 2024 - Present

- Lead the team to create the Financial product suite: Reconciliation and Refunds
- Create designs that utilizes video AI to provide users a automated dispute experience
- Communicate with clients to create a launch plan and roll out plan for the product suite
- Deliver high fidelity dashboards and data-heavy screens that addresses user needs

DELIVERECT FOUNDATIONS: PRODUCT STRATEGIST + LEAD DESIGNER Oct 2023 - Present

- Lead and delegate design work within NOAM design team for the foundations domain
- Identify roadmap opportunities through design workshops to focus on product-led growth
- Conduct user research and design workshops to validate needs and understand use-cases
- Create project pitch documentations based on customer interviews and user needs

IBM STERLING ORDER MANAGEMENT: UX + VISUAL DESIGNER Mar 2020 - Sep 2023

- Lead monthly design playbacks with executives and cross-disciplinary teams
- Modernize legacy application user interfaces and improve user experience
- Present high and low-fidelity interfaces to cross-disciplinary teams weekly
- Create annotation documents and conduct 2-4 UX audits monthly
- Lead onboarding efforts and create assets for new interns and full-time designers

IBM SUSTAINABILITY SOFTWARES: UX STRATEGIST + VISUAL DESIGNER Apr 2021 - Oct 2021

- IBM Outstanding Technical Achievement Award and Outstanding Innovation Award
- Lead calls with design directors to present information architecture and web flows
- Create high-fidelity web page designs for all Sterling products and Maximo Suite
- Create product page templates for Sustainability Softwares to reduce design time

IBM CONSULTING PROJECT: UX STRATEGIST + RESEARCHER Jan 2020 - Apr 2020

- Lead and present refined animated decks and manage information architecture weekly
- Create research guides for the team and conduct 2-3 interviews weekly with users
- Lead workshops with cross-disciplinary teams to create journey maps and personas
- Delivered a strategic solution which includes a four-part implementation guide

IBM STERLING SUPPLY CHAIN BUSINESS NETWORK: INTERNSHIP May 2019 - Jan 2020

- Migrate all existing users from the legacy Customer Center to a new platform
- Conduct user interviews and playback to cross-disciplinary teams on a monthly basis
- Create user flows, illustrations and animations for the migration flow