

# PRISCILLA LI

INTERACTION DESIGNER



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## EDUCATION

### Binghamton University

B.S. with *magna cum laude* in  
Computer Science, Minor in Engineering

2011 - 2015

### Harbour.Space University

M.A. with *magna cum laude* in  
Interaction Design

2018 - 2019

## SKILLS

### Design

Art Direction	Motion Design
Brand Identity	Storytelling
Experience Design	Strategy
Illustration	Visual Design

### Programming

Amazon Web Service	JavaScript
C/C++	Perl
CSS	Python
HTML	R/RShiny
Java	SQL/PSQL

### Software

After Effects	Photoshop
Autodesk Inventor	Sketch
Figma	Solid Edge
Illustrator	
InVision	
Keynote	

## EXPERIENCE

### SINGA

Apr. 2019 - Jun. 2019

Interaction Designer - Harbour.Space University

- Designed a platform that frees asylum seekers from demoralizing low-pay work, helps them pursue their dreams and integrates them into their host country
- Created the look and feel, and promotional video for SINGA Lab's incubator for refugees, migrants and local people to collaborate to create companies of the future

### LONELY PLANET

Jan. 2019 - Mar. 2019

Interaction Designer - Harbour.Space University

- Designed a smart assistant that Lonely Planet (LP) users will love to engage with all year and bring back the magical experience of their guidebooks
- Conducted research on LP's current ecosystem of products, and visualized their competitive landscape to discover areas of opportunity
- Carried out 32 user interviews and created 5 personas that reflected different travel behaviors and pain points
- Mapped out 30+ user flows underlying the smart assistant functionalities and user paths

### FEDERAL RESERVE BOARD

Feb. 2016 - Jun. 2018

Technology Analyst

- Created an user dashboard for staff to visualize their internal prediction poll results
- Constructed a company-wide R charting library that minimized the time for research assistants to construct exhibits from 7 hours to less than an hour

