Hello! My name is:

KAREN LI

I can help you with:

PRODUCT DESIGN

Let's work together!

I'll bring human centered design principles to the table and we'll craft delightful experiences and innovative products.

- portfolio: www.karen.li
- (510) 996-8917
- li.karen96@berkeley.edu
- linkedin: /definitelikaren

💼 EXPERIENCE

PRODUCT DESIGN INTERN

QUORA // May 2016 - Aug. 2016

- Designed products across the platform with focus on user reputation/credibility
- Implemented designs in Python, Less, and Javascript for mobile and web
- Practiced data driven design through experiments in product and using results to inform design decisions
- Launched work can be seen on quora.com/sessions, profiles, and more, with positively trending metrics

If you want to hear about my work that's under NDA, let's chat and I can fill you in!

PRODUCT DESIGN CONSULTANT

WESTFIELD LABS // Sep. 2015 - Apr 2016

- Using the Human Centered Design framework to carefully develop service concepts for the "18-25 tech-native" demographic
- Iterating on and prototyping product ideas with a team of designers, through Berkeley Innovation

VISUAL DESIGNER

INNOVATIVE DESIGN (Club) // Aug. 2015 - Dec. 2015

PRODUCT & TECHNOLOGY INTERN

TRUECAR INC.. // June 2015- Aug. 2015

- Took a TrueCar-to-car manufacturer analytics tool from inception to a working prototype
- Conducted interviews, determined feasibility & strength of market for automobile data analytics tools
- Designed information architecture and UI/UX portion of tool, created production-level prototype, winning "Best Executed Project"

⭐ INTERESTS

The Maker Movement, Science Fiction, Superheroes, Cooking, Teaching, Kickboxing

🎓 EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY // Aug 2014 - May 2018

Bachelor of Arts in **Cognitive Science**
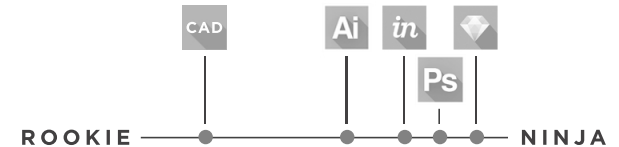Minor in **Computer Science**

👥 EXTRACURRICULARS

- **BERKELEY INNOVATION**
  // EXTERNAL VICE PRESIDENT
  An interdisciplinary Human Centered Design consultancy with on and off campus clients

- **UC BERKELEY COMPUTER SCIENCE DPT.**
  // ACADEMIC INTERN & LAB ASSISTANT
  Assist instructors during lab and office hours by providing support for, and teaching, students in CS61A

✍ RELEVANT SKILLS

CAD   Ai   in   ◆
Ps

ROOKIE ——●———————●——●—●— NINJA

DESIGN PRACTICES: User Research, Rapid Prototyping, the Human Centered Design Process, Atomic Design

LANGUAGES: Java, Python, HTML/CSS, Javascript, Less

HARDWARE: Arduino Microcontrollers, Laser Cutting, 3D Printing, Bluetooth

🏆 AWARDS

CMYK 2015: "Most Original"
Redesigned the beer tasting experience for Sierra Nevada Brewing

LINKEDIN FESTIVAL HACKATHON - HR Solutions
Top 10 Finalists - Project InSchool