

Ariel Li

UI/UX Design | www.arielliant.com
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EDUCATION

University of Southern California | GPA: 3.96 May 2026

- **B.F.A. Game Art**, Communication Design Minor | *School of Cinematic Arts, Roski School of Art & Design*
- **B.A. Cognitive Science** | *Dornsife College of Letters, Arts & Science*
- Activities: Creative Labs SC, Daily Trojan (Student Newspaper), Cognitive Science SC, Open Alpha

SKILLS & INTERESTS

Skills: UI/UX Design, UX Research, Graphic Design, Digital Illustration, 3D Modeling & Animation

Design: Adobe Suite (Illustrator, Photoshop, InDesign, After Effects), Blender, Maya, Figma, Unreal, Unity

Coding: HTML, C#, Python, Version Control (Perforce, GitHub)

WORK EXPERIENCE

Boostability | UX & Brand Development Intern Jun 2024 - Aug 2024

- Designed encouraging user interfaces, branding materials, and graphics for college students with ADHD
- Implemented all high-fidelity mockups in 3 months, collaborating with a development team of 9
- Developed user journeys, information architecture, and wireframes for a holistic consumer experience
- Conducted and presented user research data, usability testing analyses, and solutions at all-hands meetings

Stride K-12 | Creative Design Intern Jul 2024 - Sep 2024

- Created an engaging mascot and graphic materials for use in interactive e-learning modules and games
- Apprenticed under creative design, interaction design, and product innovation to understand business needs
- Implemented feedback from mentors to iterate on and improve designs and optimize workflows
- Independently developed polished 2D and 3D character models, textures, rigs, and animations in Blender

PROJECT EXPERIENCE

Project: Cat Cards (Advanced Games Project) | Lead UI/UX Designer May 2024 - Present

- Design UI style bible, user flows, wireframes, and polished UI kit for all screens and assets
- Analyze usability tests; propose solutions to establish comprehensive tutorials and seamless accessibility
- Led communication between game design, art, usability, and engineering teams through weekly meetings
- Implement feedback and constantly iterate on designs based on changing needs of production and direction

Daily Trojan (Online Team) | Website/App Designer & Developer Aug 2024 - Present

- Spearhead improvements for optimization of DT website, increasing time spent on page by 10%
- Direct and analyze user research, implement changes to enhance user interactions and visual appeal
- Create wireframes for the launch of new DT app, optimizing existing website layout for mobile experience
- Analyze website metrics to identify friction points and develop strategies to correct areas of disengagement

Serenity Sanctuary | Project Manager, Experience Designer Aug 2024 - Dec 2024

- Oversee marketing plan, brand development, and semester-long production of immersive pop-up cafe
- Utilize social media graphics, printed materials, and live events, garnered over 100 customers on opening
- Collaborate with 2 artists to create multimedia projection with interactive elements to foster connection
- Lead weekly meetings and personal check-ins to maintain production schedule and give/receive feedback