

# Becky Li

## Graphic & UX Designer

Multidisciplinary Graphic & UX Designer skilled in developing digital and print materials that blend creativity, strategic insight, and technical precision. Adept at using Adobe Creative Suite, Figma, and Canva, excelling in collaborative and dynamic settings where design, technology, and culture intersect.

🏠 Calgary, AB, Canada  
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🌐 [beckyliportfolio.ca](https://beckyliportfolio.ca)

## Work Experience

### Program Coordinator

Calgary Liondance Association – Calgary, AB | May 2024 – Present

- Coordinated cultural events, workshops, and performances to promote Chinese traditions.
- Led marketing design and production of posters, social media graphics, and signage that reflect brand identity.
- Collaborated with the team to develop campaign visuals and digital content strategies.
- Managed project timelines, communication, and promotional deliverables for outreach.

### Graphic Designer

SKH Tak Tin Lee Shiu Keung Primary School – Hong Kong | Oct 2017 – Aug 2023

- Maintained and optimized the school website, improving usability and mobile responsiveness.
- Developed engaging digital content, including instructional videos and interactive visuals, enhancing user experience.
- Designed print and digital marketing materials, posters, and newsletters for school programs.
- Collaborated with educators to digitize workflows, increasing operational efficiency.

### Video New Assistant

Multimedia News Unit, Radio Television Hong Kong – Hong Kong | Apr 2018 – Nov 2019

- Supported in shooting and editing multimedia content for broadcast and digital platforms.
- Assisted field reporters and video journalists in storytelling and production processes.
- Monitored news wires and online sources to support story research and production preparation.
- Organized content archives and metadata for quick and efficient information retrieval.

## Education

### Diploma in User Experience of Interactive Design

Southern Alberta Institute of Technology

Calgary, AB | Sep 2023 – Apr 2025

### Diploma in Computer and Electronic Engineering

Hong Kong Institute of Vocational Education (Sha Tin)

Hong Kong | Sep 2021 – Sep 2023

### Bachelor of Digital Media (Top-Up)

University of the West of England – Bristol

United Kingdom | Feb 2018 – Feb 2019

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## Pervious Work

### Clawtopia Capstone Project

Product Designer | Jan 2025 - Apr 2025

- Designed a claw machine arcade campaign highlighting playful interaction and user engagement.
- Conducted user research, created wireframes, and performed usability testing for website and digital design.
- Created a high-fidelity Figma prototype with intuitive navigation and appealing visuals.
- Applied gamification to boost user retention and satisfaction via marketing design.

### Calgary Liondance Association Rebrand

UI / UX Designer | Jan 2025 - Apr 2025

- Redesigned the association's official website to improve accessibility and community visibility.
- Enhanced user experience through improved site navigation, responsive design, and clear visual hierarchy.
- Created cohesive branding elements for digital, print, and social media to strengthen brand identity.
- Collaborated with team members to align design direction with cultural authenticity and modern aesthetics.

### PAPA Noodles Campaign

Product Designer | Sep 2024 - Dec 2024

- Developed a fictional Chinese instant noodle brand identity and marketing production design.
- Built user personas, customer journey maps, and visual style guides to guide design decisions.
- Created digital and print prototypes using Adobe Creative Suite and Figma for collaborative work.
- Focused on cultural storytelling, vibrant colour schemes, and intuitive layout to deliver unforgettable dining experience.

## Skills

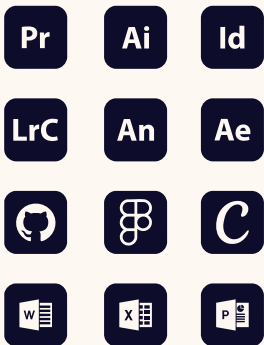
### Design

- UI/UX Design & System
- Digital Media & Branding
- Motion Graphic & Video Editing

### Professional

- Creative Thinking
- Adaptability
- Collaboration
- Detail-Oriented
- Problem-Solving

## Tools



## Language

English  
Fluent

Mandarin  
Fluent

Cantonese  
Native