

ETHAN LI

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PORTFOLIO <https://ethanlidesign.ca>

SUMMARY

Product Designer with experience leading UX/UI efforts in the hospitality and media industries, specializing in website design and development. Skilled at designing interface systems, creating/applying design systems at scale while simultaneously cross-collaborating with web developers.

SKILLS

Tools

Figma, HTML/CSS, Adobe Photoshop and Illustrator.

Hard Skills

User Interface and Visual Design, User Experience/Interaction Design Research, Report Writing, Presentation.

Soft Skills

Project Management, Collaborative Problem-Solving, Conflict Resolution, Time Management.

TECHNICAL EXPERIENCE

Academic Course Project Interaction Designer – Royal Bank of Canada

January 2026 – Present

- Partnering with RBC's Digital Product Design team to identify friction points or improvements with their e-Transfer features.
- Applying interaction design methods, such as **ethnography, user personas, journey mapping and storyboarding**.
- Developing a concept mobile feature design to enhance RBC's in-app customer-to-customer communication.
- **Leading weekly visual design of research posters and slide decks**, ensuring strict adherence to RBC's design system.

Lead UX/UI Designer – Industry Media Group

December 2025 – Present

- Leading the design of the official website for a creative media consulting agency.
- **Creating high-fidelity prototyped mock-ups and a component-based design system**, scalable for web and mobile.
- Collaborating with developers to ensure **accurate implementation of visual assets in a responsive final web product**.

UX/UI Designer, Co-Founder – STUDIO B

August 2025 – Present

- Co-founded an independent design agency offering solutions to clients in the retail, hospitality and entertainment industries.
- **Leading a team of five to deliver UX research, interface design** and brand strategy from discovery to launch.
- **Conducting client interviews, surfacing key findings and translating them into design decisions**.

ADDITIONAL EXPERIENCE

Social Media and Market Lead, Barista – Bona Market and Café

April 2024 – Present

- Producing social media video content gaining over 120,000 likes and 1.1 million views across Instagram and TikTok.
- Opening and closing the store, including cash handling, daily setup and end-of-day procedures.
- Managing stock-counts, product organization and delivery processing.

EDUCATION

Simon Fraser University – School of Interactive Arts and Technology

September 2023 – April 2028 (Expected)

- Concentrating in **Evidence Based-Interactive Systems and Designing Interactions**.