Dennis Li

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U.S. Citizen

I'm a UX/UI Designer passionate about using design to build products and solve complex problems.

As a design generalist, I utilize the end-to-end design process to create simple, intuitive experiences that users love.

SKILLS

Sketching
Wireframing
End-to-end Flows
Prototyping
Diagramming
Personas
Empathy
Design Systems
Information Architecture
Web & Mobile Design
Graphic Design
Design Thinking & Strategy
Content Writing
Storyboarding
User Flows
Collaboration

TOOLS

Adobe Creative Suite
Balsamiq
Sketch
Figma
Invision
Final Cut Pro
Microsoft Programs
iMovie & iWork Suite
HTML
CSS
JavaScript

EXPERIENCE

Product Designer | MuleSoft by Salesforce | May 2022 - Present

- Worked on a wide range of design initiatives; regularly shipped new and improved experiences and designs to more than ~10,000 daily users on docs.mulesoft.com
- Collaborated closely with engineering and cross-functional teams to bring designs, innovations, and solutions to life – with a deep commitment to and focus on trust, customer success, and equality.

Product Designer | Salesforce | Nov 2021 - May 2022

- Created a consistent user experience for currency patterns in the design system to be used across 15+ Salesforce products and tools.
- Increased trust and accuracy for ~150,000 customers, their sales teams, and commerce businesses.

Product Design Intern | Daka Labs | Jan - Aug 2020

- Sole designer responsible for delivering a landing page experience. Gained 300+ visitors, generated new prospects, and closed 4 new clients shortly after release.
- Successfully expanded the company's services and client-base by developing a multi-tiered product flow for 3 new services catering to medium - small businesses.
- Utilized the design process and UX methods including conducting research, developing personas, creating user flows, designing low-high fidelity wireframes, and performing A/B testing for Daka Lab's new services.
- Collaborated closely with stakeholders including the CEO and CMO to gain alignment and buy-in throughout the project.
- Collected feedback to iterate towards designing an intuitive experience.
- Created a dashboard for data analysis, tracking client statistics, and communication. Currently serves multiple premier clients and is used internally to visualize a competitive marketing strategy. Replaced generic slideshows and is now integrated into the company's onboarding system.

User Experience Design Intern | The Global Child | Jan 2020 - May 2021

- Redesigned website, leading to increase from 5 to 220+ unique visitors per month.
- Strategized, researched, and designed wireframes for a website redesign.
- Developed prototypes for a modern, user-friendly website overhaul.
- Created 10+ new webpages from scratch using the UX process – designing wireframes, end-to-end flows, and information architecture.
- Wrote curated content for the organizations' social media sites.

EDUCATION

University at Albany | New York | 2017 - 2021

B.S. Informatics, Interactive User Experience Concentration
Cum Laude, Dean's List 2018 - 2021

Bronx High School of Science | New York | 2013 - 2017

Specialized Magnet School