

Sarah Li

Product Designer

San Francisco

CONTACT

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<http://heysarah.li>

WORK EXPERIENCE

Hightail Spaces · Product Designer, 2015–Present

- Full-stack product design: feature specs, user flows, wireframing, prototyping, research & testing, visual design.
- Design lead for core features on web, iOS, and Android. Designed search, activity feed and dashboard, Space organization and management, guest commenting, and permission settings.
- Creative lead on illustrations for marketing blog and newsletter. Created an illustration style guide for Hightail's identity guidelines.

Clementine · UI/UX Designer, 2014–15

- Visual design lead and second design hire.
- Launched redesigned conference call, icon set, and iOS onboarding.
- Co-ran user testing sessions.
- Responsible for marketing design and illustration.

Becker Friedman Institute · Communications Designer, 2012–14

- Designed and built webpages and emails with HTML/CSS.
- Designed print marketing for investor, PR, and educational events.
- Refined brand style guide for web and print.

SKILLS

- **Product design** – UX, wireframing, prototyping (Framer, Principle), user testing, visual design (Sketch)
- **Front-end development** – HTML, CSS, JS
- **Graphic & marketing design** – Illustrator, InDesign, Photoshop
- **Data analysis** – Python, R

INTERESTS & ACTIVITIES

- Education, sociology, feminism, urban design, typography, comics.
- Volunteer at ScriptEd and 826 Valencia.
- Previously: TA at Girls Who Code, Teacher at Splash! Chicago & MIT.