

Sida Li

UX designer

sidalidesign.com | li.sida89@gmail.com | 505.480.6231

EXPERIENCE

Carrot Inc. | Redwood City, CA

Interaction Designer | 12/2016 - Present

- Designed and shipped a smoking cessation mobile app on both the Android and iOS platforms in collaboration with clinicians, product managers, engineers, and other designers
- Designed the user experience and interface for a carbon monoxide breathalyzer
- Designed a client reporting tool in collaboration with data scientists and the marketing team

San Francisco Beautiful | San Francisco, CA

Project Lead & Designer | 10/13 - 08/2015

- Led all aspects of the community design process of urban improvements projects in San Francisco
- Construction management
- Grant writing

Gehl Architects | San Francisco, CA

Design Apprentice | 01/2014 - 07/2014

- Conducted qualitative and quantitative user research
- Designed flexible urban spaces to enable various service activities
- Handled 3D modeling and rendering
- Produced AutoCAD construction drawings

ACTIVITIES & AWARDS

HackMentalHealth Hackathon - 1st Place | 03/2018

Huddle - group therapy at your finger tips

AT&T AR/VR Hackathon - 3rd Place | 11/2016

VLearn - a voice controlled educational platform in VR

Interactive Installations | 2011 - 2018

Displayed a number of exhibitions with a focus on education, social interactions, and sustainability at venues such as Asian Art Museum and California Academy of Sciences.

Experienced UX designer with a Master's degree in Interaction Design. Proficient with both 2D and 3D design tools and philosophies. Recent practices include mobile product design, hardware UX design, and virtual reality. Problem solver, creator, and avid learner.

EDUCATION

Cañada College

09/2017 - present

Computer Science Courses

Upload VR

02/2018 - 04/2018

VR Development Course

California College of the Arts

08/2015 - 08/2016

Master of Interaction Design

University of New Mexico

08/2011 - 08/2013

Master of Landscape Architecture

Henan Agricultural University

09/2007 - 06/2011

Bachelor of Landscape Architecture

SKILLS

Methods:

Design Research
Conceptual Modeling
Journey Mapping
Rapid Prototyping
Data Visualization
Visual Design
Agile

Tools:

Sketch
Photoshop/Illustrator
Aftereffects
Framer.js
HTML/CSS
Unity/C#
C++
Swift

LANGUAGES

English and Mandarin Chinese