



Harvey Li

UI/UX Designer & Strategic Researcher

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Profile

UX designer and systems thinker with experience in interaction design, strategic foresight, and service innovation. Skilled in user research, journey mapping, prototyping, and participatory design across digital and public-facing contexts. Adept at translating complex challenges into actionable solutions through storytelling, and data visualization.

Skills

Design

- UX Design · Interaction Design · Wireframing · Prototyping (Figma) · UX Storytelling
- Responsive & Accessible UI · Graphic Design
- Information Architecture · Visual Hierarchy · Design Systems

Research

- User Research · Usability Testing · Journey Mapping
- Persona Development · Affinity Mapping · Competitive Analysis
- Participatory Design · Heuristic Evaluation

Tools

- Figma · Miro · ProtoPie · Adobe Creative Suite (Premiere, Illustrator, Photoshop, After Effects, etc.)
- Microsoft Suite · Squarespace · WordPress CMS
- HTML/CSS Programming

Strategy

- Strategic Planning · Scenario Development · Strategic Communication · Systems Mapping
- Forecasting & Trend Analysis · Backcasting · Stakeholder Analysis

Education

MDes, Strategic Foresight & Innovation

OCAD University

(Sep 2024 - June 2026)

B.A., Interactive Arts & Technology

Simon Fraser University

(May 2020 - June 2024)

Professional Experience

Strategy Consultant - Services and Housing In the Province (SHIP)

Freelance | Toronto | May – July 2025

- Served as the data visualization and storytelling lead within a cross-functional team redesigning SHIP's caseload allocation model.
- Created visual narratives and decision tools to support caseload balancing, staff workload equity, and policy alignment across HR, frontline supervision, and service planning.
- Transformed complex caseload models into actionable visuals and narrative frameworks for leadership teams, facilitating alignment and pilot launch.

Web Designer - Green Ivy Educational Consulting

Intern | Vancouver | Jan – Mar 2024

- Designed and implemented responsive websites using WordPress, with a focus on UX design, visual hierarchy, and accessibility standards.
- Collaborated cross-functionally with content, development, and education teams to ensure CMS integration, brand alignment, and usability.
- Conducted user testing and iterative updates based on feedback, improving site navigation flow, information architecture, and engagement metrics.

Digital Media Designer - Green Apple Art Center

Part-time | Vancouver | Sep 2021 - Aug 2023

- Edited and produced promotional videos using Adobe Premiere, integrating sound, visuals, and motion graphics for compelling visual storytelling.
- Maintained and optimized website content via Squarespace CMS, improving user engagement, SEO structure, and content flow.
- Created branded digital assets in Adobe Illustrator, including posters, pamphlet, and social content aligned with the company's visual identity.

Project Lead & UX Researcher - Vancouver Art Gallery

Independent Collaboration | Vancouver | Jan – Apr 2023

- Initiated and led a research-based design collaboration exploring participatory approaches to exhibition-making in institutional contexts.
- Designed and Conducted qualitative user research, participatory workshops, and persona development with community members.
- Synthesized findings into a conceptual exhibition framework featuring spatial storytelling, layered ritual touchpoints, and curatorial pacing strategies.

Awards

2nd Place – Eunoia UX Hackathon

April 2023 · Surrey, BC

- Awarded 2nd place among 48 teams for designing a golf analytics onboarding solution focused on simplifying user input, mental performance tracking, and habit formation.
- Recognized for strong storytelling, interface clarity, and interaction flow by industry judges.
- Designed low-fidelity wireframes and interactive prototypes demonstrating simplified data input, habit tracking, and mental-performance reflection screens.