

Ruochan Li

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EDUCATION

Master of design

2021 September - 2026 March
University of Alberta (UOA),
Edmonton,
Alberta, Canada

Bachelor of science

2016 September - 2021 April
ArtCenter College of Design
(ACCD), Pasadena,
California, USA

EXPERIENCE

Innovative Independent Designer

May 2023 - Present
Brand identity development for startups and organizations, delivering cohesive design solutions and managing creative projects from concept to final completion.

Researcher

Jingdong zhongmei Hospital, Beijing, China
December 2023 - April 2025
Researched the needs of East African and Central Asian international students at a non-profit hospital in China, and helped develop an operations manual to improve staff communication, support cultural adjustment, and boost patient satisfaction.

Principal Instructor

University of Alberta (UOA), Edmonton, Alberta, Canada
September 2022 - December 2023
Managed a university design course, delivering lessons, developing materials, assessing students, and guiding their growth in design thinking and creative practice.

Product Designer

Tandem Product Design, Irvine, California, USA.
March 2020 - December 2020.
Researched user behavior and market trends to propose design solutions, developed concepts through prototyping, and supported updates. Collaborated with clients and assisted designers in production design.

SKILL

2D Software

Illustrator, Photoshop, Indesign, Xd, Figma, Webflow, EditorX, Spline.

3D Software

Solidworks, Fusion 360, Blender, Rhino, Sketchup, Zbrush, Keyshot, Octane.