

# SIDA LI

Interaction Designer

www.sida-li.com

San Francisco

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(505) 480-6231

## SUMMARY

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Master of Interaction Design candidate at California College of the Arts. Experienced designer with expertise in design methods and tools in both the tech and the physical world. Scope of work includes interaction design, design research, environmental design, and interactive art installations.

## EXPERIENCE

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### California College of the Arts | San Francisco, CA

#### Teaching Assistant | 08/2015 - 12/2015

- Assisted teaching of the Visual Interaction Design class by Erin Malone
- Tutored undergraduate students with softwares including Adobe Creative Suite, Sketch, Invision, and Pixate.

### San Francisco Beautiful | San Francisco, CA

#### Project Lead & Designer | 10/2013 - 08/2015

Led all aspects of the design process of urban improvements projects in San Francisco:

- Planned community design and ideation process
- Organized community meetings and volunteer events
- Construction management
- Grant writing and fundraising

### Gehl Architects | San Francisco, CA

#### Design Apprentice | 01/2014 - 07/2014

Interned at an internationally renowned urban design firm. My responsibilities include:

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

### Menemsha | Bay Area, CA

#### Field Surveyor & Drafter | 10/2013 - 01/2014

- Surveyed over 40 T-mobile retail spaces
- Conducted quantitative evaluations of commercial spaces

### Landscape Designer | California and New Mexico

#### Self-employed | 2012 - 2015

Worked as an independent landscape designer with projects ranging from civil, commercial to residential space design. My projects include:

- Google Campus Landscape Design
- New Mexico Mainstreet Renovation

## EDUCATION

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### California College of the Arts

08/2015 - 08/2016 (expected)

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

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Photoshop / Illustrator / InDesign

After Effects

Sketch

Invision / Pixate

HTML / CSS / Javascript

Arduino

AutoCAD / Rhinoceros / SketchUp

ArcGIS

Physical Modeling / Prototyping

Photography

Grant Writing

## AWARDS

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### Merit Scholarship

Awarded by California College of the Arts, 05/2015

### Amigo Scholarship

Awarded by State of New Mexico, 08/2011

### National Scholarship

Awarded by Education

Department of Henan Province (top 2 %), 10/2010

## LANGUAGES

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**Fluent:** Mandarin Chinese, English

**Proficient:** French