

Zhuohang Li

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Experience

Elite Appliance Repair Service Coordinator / Administrator

10/2023 - 10/2025 | Ontario

- Coordinated factory warranty repair requests from Samsung, LG, Whirlpool, GE, and other partners through SAP-based portals, CRM, and internal job systems, keeping service records accurate from intake to completion.
- Prioritized and dispatched 40-60 new work orders per day, plus roughly 10 active follow-ups, balancing urgent same-day calls, next-day scheduling, technician availability, and escalation needs.
- Managed schedules for 6 technicians across London, Waterloo, Kitchener, Windsor, Sarnia, and surrounding areas, adjusting routes and appointments by urgency, location, and availability.
- Handled customer calls, email support, appointment booking, warranty claims, parts ordering, supplier communication, and post-service follow-up while checking job details for accuracy.

Aethos UX/UI Designer

09/2022 - 09/2023 | Toronto, ON

- Led design work with 3+ cross-functional teams to launch a beta fitness business management SaaS tool, acquiring 50+ users in one month and reducing customer-list and intake organization time by 35%.
- Contributed to unified mobile platform design, design system decisions, and platform guidelines to support a more consistent cross-platform product process.
- Conducted usability tests with 10+ participants using hi-fi prototypes and MVP flows; documented issues, user friction, and feature improvements that contributed to a 35% increase in user preference.
- Designed promotional materials and website experiences that supported a 35% lift in engagement, 45% lift in brand awareness, and 15% increase in inquiries within one month of launch.

University of Waterloo Alternative Fuels Team UX/UI Designer

08/2020 - 08/2022 | Waterloo, ON

- Designed and maintained the in-vehicle eco-control system interface, contributing to a 30% increase in user engagement and a 10% reduction in unnecessary user flow.
- Developed 3 personas through user research and completed 15+ user tests focused on key features, achieving an 85% task completion rate and 25% reduction in user frustration.

Web Design Co-op

06/2021 - 08/2021 | Kitchener, ON

- Managed interns to revamp the company website, reducing website spend by 65% and increasing user dwell time by 50% within the first month.
- Increased social media engagement by 20% within half a month through content planning, visual post design, scheduling, and campaign support.

Education

Lakehead University

09/2025 - 09/2027 Expected

Master of Education

University of Waterloo

09/2018 - 06/2022 | Waterloo, ON

B.A. of Global Business & Digital Arts (Distinction)

Project

Rooger Bookkeeper

2025 - Present

- Designed and prototyped a working macOS + iOS bookkeeping tool for transaction capture, monthly review, budget tracking, category learning, safe edits, and Notion-backed records; reviewed flows for data accuracy and edit safety.

Re:Seed

01/2022 - 04/2022

- Developed an AODA-aware accessible receipt-scanning mobile app concept with 3+ cross-functional teams in 4 months; tested with 15+ visually impaired users and reached an 85% task success rate with 6% lower user frustration.

Skills & Certificates

Operations/Admin: Customer calls | Email support | Appointment booking | Dispatching | SAP portals | CRM/job systems | Warranty claims | Parts ordering | Supplier communication | Remote coordination | Escalation handling | Schedule management | Detail checking

Product/Design/QA: UX/UI design | User research | Journey mapping | Wireframing | Rapid prototyping | Usability testing | Issue documentation | Workflow mapping | Product documentation | QA-minded review | Inclusive & accessible design

Tools: Figma | Adobe Creative Suite | Sketch | Webflow | HTML5/CSS3 | Miro | Jira | Notion | MS Office | Google Workspace | WordPress | SQLite | SwiftUI

Languages/Certificates: English | Mandarin | Google Analytics Individual Qualification | Content & Email Marketing, HubSpot Academy