

JACOB ZHAOKANG LI

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Melbourne, VIC

UX Interaction Design graduate from Swinburne University of Technology with a strong interest in understanding how people interact with products and technology. Drawn to the challenge of turning complex problems into simple, intuitive experiences, with experience across user research, interaction design, prototyping, and branding. Enjoys combining analytical thinking with creativity to develop solutions that are both functional and engaging. Passionate about creating products that feel effortless to use and leave a positive impact on everyday experiences.

EXPERIENCE

UX Designer – DUCKYS System

Better Health Group, Swinburne University of Technology 2025

- » Designed and prototyped an assistive IoT system to improve bathroom safety and independence for older adults.
- » Developed DUCKY, a modular smart-tile and companion app that detects hazards such as falls, wet floors, and temperature changes.
- » Conducted user interviews and focus group testing to identify accessibility and setup challenges for elderly users living alone.
- » Iterated interface and hardware concepts based on user feedback, focusing on intuitive interaction and inclusive design.
- » Delivered a refined prototype and visual identity system that reframed assistive technology as empowering rather than clinical.

Bartender

Crown & PanPacific PARKROYAL, Melbourne 2020 – 2026

- » Delivered high-quality service in a fast-paced hospitality environment, managing multiple tasks while maintaining attention to detail.
- » Developed strong interpersonal and communication skills through daily interaction with diverse customers.
- » Adapted quickly to changing environments, fostering teamwork and reliability under pressure.
- » Gained valuable insight into human behaviour and experience design.

Freelance Designer

FOTOMO Framing, Melbourne 2019 – 2025

- » Designed promotional materials and visual assets for both print and digital marketing campaigns.
- » Restored and enhanced damaged photographs, improving image quality while preserving original detail and character.
- » Prepared artwork and imagery for print production, ensuring colour accuracy, layout consistency, and high-quality final outputs.
- » Managed projects from initial consultation through to final production, ensuring quality and client satisfaction.

EDUCATION

- » Melbourne High School, Melbourne 2019
- » **Bachelor of Design (User Experience Design)**
Swinburne University of Technology, Melbourne
2022 – 2025

OTHER PROJECTS

PlantDex

An AR mobile app that encourages exploration of Melbourne's urban flora through location-based discovery and gamified learning.

Tech Scrapper

Digital awareness campaign promoting responsible e-waste disposal through branding, social media, and educational content.

Groove Nova

A concept music festival brand featuring a complete visual identity, promotional assets, and event experience design.

SKILLS

- » User Research
- » Usability Testing
- » Journey Mapping
- » Persona Development
- » Wireframing
- » Prototyping
- » Sketching
- » Information Architecture
- » Interaction Design
- » Visual Communication
- » Accessibility & Inclusive Design
- » Brand Development
- » Problem Solving
- » Time Management
- » Adaptability
- » Critical Thinking
- » Empathy
- » Attention to Detail
- » Iterative Design Thinking

TOOLS

- » Figma/FigJam
- » Adobe Illustrator
- » Adobe Photoshop
- » Adobe InDesign
- » Adobe XD
- » Adobe Premiere Pro
- » Adobe After-Effects
- » Adobe Lightroom
- » Rhino 3D
- » Miro
- » Ableton Live
- » Microsoft Office Suite
- » Google Workspace
- » Wordpress
- » Squarespace
- » Canva
- » OBS
- » ChatGPT
- » ComfyUI

LANGUAGES

Chinese (Mandarin)

Advanced

English

Fluent