

# ZIYI LI

## Product Designer

## CONTACT

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San Francisco, CA

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## EDUCATION

### University of Michigan, Ann Arbor

Aug. 2023 - Apr. 2025

M.S. in Information - UX & HCI

GPA: 3.98 / 4.0

### University of Washington, Seattle

Sept. 2019 - June 2023

B.S. in Statistics - Data Science

Minor in Informatics

GPA: 3.75/ 4.0

Awards: Dean's List (2019 - 2023)

## SKILLS

### Design

Accessibility, AI Interaction Design, Brand Design, Design System, Design Thinking, Information Architecture, Journey Mapping, Motion Design, Persona, Prompt Design, Prototyping, Responsive Design, Storyboarding, UI Design, User Flows, UX Writing, Wireframing

### Research

A/B Testing, Affinity Mapping, Competitor Analysis, Data Visualization, Empathy Mapping, Field Studies, Journey Mapping, Qualitative Research, Storytelling, Surveys, Usability Testing, User Interviews

### Product Management & Strategy

Agile, Roadmap Planning, Prioritization, Stakeholder Alignment, Lifecycle Management, Competitive Analysis, Cross-functional Leadership, Customer Communication, Workshop Facilitation

### Technical Tools

#### Design Tools

Figma, Photoshop, Illustrator, InDesign

#### Data Analytics & Front-end

SQL, Python, R, Tableau, HTML/CSS, JavaScript

#### Collaboration

Jira, Trello, Miro, Microsoft Office Suite

## WORK EXPERIENCE

### Product Designer

DeepScholar Foundation

Sept. 2025 - Dec. 2025

Seattle, WA

#### B2C Desktop App, Mobile App, and Website

- Spearheaded the **end-to-end** UI/UX for a fintech B2C product, leading a cross-platform redesign across **the desktop app, mobile app, and website**, and designing a receipt-to-tax workflow that automates receipt ingestion via uploads and email connectivity, transforming unstructured receipts into structured spend insights and tax-ready summaries
- Built and designed an **interactive analytics dashboard** that turns all transaction data into actionable insights, enabling users to identify top spending categories and track month-over-month trends
- Developed **core brand assets** for the product, including the logo, color palette, and motion guidelines, strengthening brand consistency and improving user trust across web and app surfaces

### Product Designer (Capstone Project)

Scout Motors - Volkswagen Group Company

Jan. 2025 - Apr. 2025

Ann Arbor, MI

#### Vehicle Touchscreen

- Designed the **off-road and split-screen feature** for Scout Motors' new Travel SUV and Terra Truck through tight client feedback loops, and collaborated with engineering and leadership while presenting weekly stand-ups to senior management to align progress with the multi-year product vision
- Analyzed EV market trends and user behavior by combining competitor research across **7 brands and interviews with over 20 truck drivers**, generating strategic insights that shaped product positioning, prioritized key features, and guided brand messaging
- Translated user insights into **branded UI standards** by defining typography, iconography, and tone of voice guidelines, establishing a scalable foundation for future design systems

### UX Design Intern

EverCharge Inc. - SK Group Company

June 2024 - Aug. 2024

Palo Alto, CA

#### B2B Desktop App

- Redesigned the EverCharge Charge Management System's user interface to better **support 200+ EV stations' operation**, partnering with engineering and marketing and leveraging competitive analysis to align improvements with user and business needs
- Built a scalable **design system** that improved adoption and consistency across teams, while defining UI guidelines that streamlined design-to-development handoff and accelerated customer-facing feature delivery, strengthening long-term product scalability
- Led a mobile-first **brand audit** to restructure the app's layout, **resulting in a 35% increase** in mobile task completion during internal testing
- Delivered a **competitive analysis** of 6 EV charging platforms across multiple dimensions, managing the process end-to-end and identifying usability patterns and gaps that **informed product strategy and market differentiation**

### Product Manager & UX Designer

Aeyesafe Inc.

July 2023 - Apr. 2024

Seattle, WA

#### B2B Desktop App

- Designed a sensor-based **B2B AI monitoring desktop app** to enhance senior health and safety by providing caregivers with moment-to-moment data and AI-powered behavioral analysis
- Streamlined an 8-step registration flow and restructured the 20-alert notification system, **reducing onboarding friction by 28%** and **improving alert response times by 35%**
- Defined **6 KPIs** and project documentation to align product design with business goals, while leading cross-functional sprint planning that enabled the on-time delivery of **20+ features**

### Research Assistant: Product Designer

Psychosis iREACH @UW Data Analysis & Intelligent Systems (DAIS) Group

Sept. 2021 - June 2023

Seattle, WA

#### AI Chatbot

- Led the user interface design of an AI chatbot assisted by **machine learning techniques** to deliver CBTp-informed intervention for caregivers of individuals with psychosis
- Partnered with clinicians' research teams to develop usability test protocols and conducted **3 rounds of usability tests** with **20+ participants** for the chatbot interface
- Enhanced chatbot UI design by synthesizing insights from **50 user interview sessions** and analyzing the data using affinity mapping and R, resulting in an **increase in the System Usability Scale score from 69 to 93** in the final test