

ZIYI LI

Product Designer

CONTACT

805-535-3128

ziyili0214@gmail.com

Ann Arbor, Michigan

www.ziyili-space.com

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

- Led **end-to-end** UX and UI design for a fintech B2C product **across desktop, mobile, and web**, creating consistent cross-platform experiences from workflow definition to high fidelity execution.
- 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 **brand assets and UI kit**, including logo, color, motion guidelines, and UI specs, improving **design to development handoff** and strengthening product consistency across multiple platforms.

Product Designer (Capstone)

Scout Motors - Volkswagen Group Company

Jan. 2025 - Apr. 2025

Ann Arbor, MI

Vehicle Touchscreen

- Designed the **navigation, media, phone, and split screen experiences** for Scout Motors' Travel SUV and Terra Truck, creating glanceable and accessible in-vehicle interfaces through close client feedback loops while collaborating with senior leadership teams to align execution with the multi-year product vision.
- Conducted **competitive analysis** across 7 automotive brands and interviewed 28 truck drivers to **identify user needs, human factors, and key usability challenges** in different driving scenarios, informing **feature prioritization** and in-vehicle interaction design decisions.
- Defined **UI guidelines** for typography, iconography, motion, and micro interactions for in-vehicle experiences, ensuring accessible and glanceable interfaces in high-motion driving conditions while aligning with **cross-functional stakeholders** on safety, accessibility, and content requirements.

UX Design Intern

EverCharge Inc. - SK Group Company

June 2024 - Aug. 2024

Palo Alto, CA

B2B Desktop App

- Redesigned the Charge Management System to improve the usability of **data-heavy workflows** for EV charging operators, supporting the management of **200+ charging stations** through clearer information hierarchy and interface structure.
- Partnered with the brand designer and marketing teams to conduct a mobile app **UX audit**, including heuristic evaluation, and restructured the layout, **increasing mobile task completion by 35%**.
- **Worked closely with engineers** through weekly syncs to negotiate **design trade-offs** under front-end only technical constraints
- Delivered a **competitive analysis** of 6 EV charging platforms to identify usability patterns, market gaps, and feature opportunities, translating insights into **16 product strategy recommendations**

Product Manager & UX Designer

Aeyesafe Inc.

July 2023 - Apr. 2024

Seattle, WA

B2B Desktop App

- Designed an **end-to-end AI monitoring desktop app** for senior health and safety, through rapid prototyping and iterative design, 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 redesigned a 20-alert notification system, **reducing onboarding friction by 28%** and **improving alert response times by 30%**
- Defined **product roadmap priorities, 6 KPIs, and UX strategy** with cross-functional stakeholders, and led sprint planning and design documentation to align user needs, business goals, and technical requirements, enabling 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 UX design and User Research for an AI chatbot assisted by machine learning techniques to deliver CBTp-informed intervention for caregivers of individuals with psychosis
- Partnered with clinicians and research teams to develop usability testing protocols and **conduct 3 rounds of usability studies with 20+ participants**, generating insights that informed iterative product improvements.
- Enhanced chatbot UI design by synthesizing insights from **60 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
- Co-authored a peer-reviewed paper **published in the Journal of Technology in Behavioral Science**, summarizing the project's research findings and design outcomes.