GARY LI

SENIOR PRODUCT DESIGNER

Product Designer with 7+ years of experience turning research, strategy, and complex problems into shipped digital products across sports, gaming, CPG, and more. My experience with different industries and brands enables me to deliver creative and pragmatic experiences that excite users and drive business objectives from discovery to launch.

GARYL.DESIGN
GARYLI.9.26@GMAIL.COM
VANCOUVER, CA

EXPERIENCE

ELECTRONIC ARTS / Experience Designer II — 8/2025 -

- UX owner for various teams in EA's Madden game franchise as well as cross-platform mobile and web initiatives for the User-Generated Content team
- Owned features like Interactive Contract Negotiations end-to-end from research and wireframing through to launch, working daily with game designers and developers.
- Leveraged AI workflows and tools to accelerate user research, prototyping, and concept generation during pre-production.

APPLY DIGITAL / Senior UX Specialist — 11/2021 - 5/2025

- Earned the Exceptional Impact Award and promotion to Senior by helping grow new client relationships through strategic discovery engagements and design research.
- Managed design consulting and project delivery in leadership triads with Product and Tech, growing key accounts with clients such as the NFL, Kraft Heinz, EF Tours, P&G, Parkland/Journie rewards, and more.
- Led stakeholder workshops and customer discovery sessions to produce research-driven deliverables (audits, journey maps, prototypes, design systems) that aligned product solutions with business goals for cross-platform products.

KABAM / UXUI Designer — 5/2020 - 5/2021

- Led UX/UI design for onboarding, player progression, and inventory systems in Disney's Marvel Realm of Champions, a free-to-play mobile game that launched globally with 5M+ downloads.
- Drove design from problem definition and workshops through front-end implementation and animation in Unity.
- Facilitated cross-functional design reviews and implementation to improve Day 1–30 retention, usability, and narrative engagement.

ELECTRONIC ARTS / Experience Designer — 1/2019 - 5/2020

- Led UX design for 80% of the NHL 21 roadmap, including a complete UX/UI overhaul of the flagship Be A Pro mode, reaching hundreds of thousands of users.
- Drove end-to-end feature development and research with producers and engineers from concepting through launch on NHL 20 and NHL 21.
- Ran internal playtests and user research to validate designs and established a data-driven player segmentation framework.

PLASMATIC TECHNOLOGIES / UX Design Co-op — 5/2017 - 9/2017

ADIDAS GROUP / UX Design Intern — 3/2016 - 9/2016

EDUCATION

Baymard Institute

Certified UX Professional for eCommerce

Metonomy

Facilitation Skills Workshop Series

Simon Fraser University

BSc. Interactive Arts and Technology w/ Co-operative Education

SKILLS

- User Research and Usability Testing
- Strategy and Product Development
- Brand and Content Strategy
- UX and UI Design in Figma
- Prototyping, and Design Systems
- Presentations and Storytelling
- Agentic UX Design and AI-driven workflows
- eCommerce
- Accessibility