Zhuoyu Li

PRODUCT DESIGNER

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WORK EXPERIENCE

Shepherd Money | Product Designer
May 2024 - Now, Remote (Based in San Francisco)

- Led the end-to-end design of new **AI-driven financial features** of a personal finance app (iOS &Android), merging generative AI insights with traditional budgeting, planning, and investment tools.
- Established and championed a scalable Generative AI **design system**; Developed a design token library that improved engineering velocity by **20%**

Infinitrips.ai | Founding Product Designer
Mar 2024 - July 2025 (Based in San Francisco)

- Designed a **Generative AI iOS travel app** with an end-to-end focus on UX (i.e., User Interface and User Experience Design) from scratch, resulting in a **3K+** increase in user acquisition during the initial launch
- Contributed to raising **$300K in pre-seed funding** from MiraclePlus (formerly YC China) by shaping the product vision and pitching alongside founders
- Iterated and defined design principles to streamline collaboration with UX, PM, and Engineering teams, ensuring product consistency and accuracy

Specu Design Studio | Product Designer
Jun 2023 - Mar 2024, Irvine CA

- Led UX strategy & design for product launch. Defined business opportunities & scope through competitor analysis & user research
- Iterated & validated UX solutions for a Real Estate client responsive website to improve user engagement rate by **16.8%** based on user insights & competitor product analysis

Los Angeles County Health Services | UX Designer
May - Aug 2022, Los Angeles CA

- Created **company responsive website** end to end UX, including concept sketch, wireframes, **high-fidelity mocks, prototypes** leveraging Google Material Design System, resulting in bringing up task completion rate by **6.5%**
- Transferred **25+** user interview key findings to 10+ product features to improve daily active user rate by **12.8%**

Ford Motor Company | UX & HMI Design Intern
Sep - Dec 2021, Shanghai China

- Innovated and proposed Ford's new generation HMI design framework via aligning Ford **Design System** & conceptualizing end-to-end user experience to improve in-vehicle user satisfaction rate with **12.3%** growth
- Built & presented Ford virtual Voice Assistant avatar design solutions to stakeholders and Unity team to support implementation process
- Partnered with **Frog Design** to strategize **Ford Mustang** Chinese Go-To-Market plan via analyzing user insights to define business opportunities
- Conducted **30+ usability tests** with **UXR** team to validate in-vehicle infotainment design approaches, resulting in increasing retention rate by **13.6%**
- Held presentations and shared design trends with Ford UX design team on a weekly basis to advocate UX sprint

EDUCATION

Art Center College of Design
Jun 2020 - May 2023

MFA | Media Design Practices
GPA 3.89/4.0

with Graduate Scholarship

Beijing Forestry University
Sep 2016 - Jun 2020

BE | Furniture Design

Related course:
Visual Design /
Brand Design Strategies

SKILL-SETS

Design

Responsive Web Design /
Mobile App Design /
User Interface Design /
User Experience Design / Sketching /
Wireframing / Hi-fi Prototype /
Design Systems / Information Architecture /
Persona / User Flow / Storyboarding /
Branding / Accessibility Design

Research

User Research / A/B Testing /
Usability Testing / Competitive Analysis /
Qualitative & Quantitative Research /

Tools+programming

Figma / Adobe XD / Sketch /
Adobe CS / PS / AI / ID / AE / Miro/
Principle / Jira / Trello / CSS / HTML /
Python / JavaScript / Blender/ Unity