TIMOTHY YUE LI

Product Designer (UX)

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SUMMARY

Product Designer (UX/Interactive Design) with an industrial design background and experience designing scalable, human-centered systems across enterprise platforms and service-based businesses. Strong focus on design systems, interaction patterns, and physical–digital product integration at scale. Proven ability to translate complex constraints into clear, production-ready UX through cross-functional collaboration.

CORE EXPERTISE

Design systems & scalable UX · Interaction design & user flows · Accessibility & usability testing · Physical–digital product integration · UX strategy & problem framing · Cross-functional collaboration

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EXPERIENCE

Business Strategy & UX Lead — Art Corner Studio

Ann Arbor, MI | 2024 – Present

• Led business strategy and UX initiatives to support the growth of a profitable, service-based art education studio with **3,500+ students served historically** and **300+ active enrollments annually**.

• Designed a high-ROI website and service flow architecture focused on clearer positioning, improved discovery, and streamlined enrollment.

• Led redesign of the studio showcase experience to better communicate outcomes, student work quality, and long-term value.

• Evaluated CRM and POS systems, balancing scalability, cost, and operational constraints to guide phased improvements.

UX / Interaction Designer (ROUX & SmartHQ Platform) — General Electric Appliances

Louisville, KY | 2022 – 2023

• Contributed to the development of an enterprise-scale design system for the ROUX and SmartHQ platforms, auditing and aligning **1,000+ interface screens** across mobile apps and appliance displays.

• Designed interaction patterns and system components used across multiple GE Appliances brands, including GE Profile, Café, Monogram, Haier, and core GE platforms.

• Supported scalable design systems through tokenization exploration and accessibility-focused interaction patterns across display-based interfaces.

• Developed and shipped interaction designs for physical–digital products, including Advantium oven interfaces, RV control dials, mini-split remote LCD screens, and NPI integrations such as Steam Closet.

• Contributed preliminary UX concepts for early-stage AI-assisted cooking experiences, exploring system behavior and human-in-the-loop interaction models.

EARLIER EXPERIENCE (SELECTED)

UI/UX Design — DxRacer

Early-stage SaaS and physical–digital design work within a startup environment.

Design & Marketing — Aurora Air Condition

Branding, packaging, and product communication for consumer appliance products.

Design Research Assistant — Michigan Medicine

Visual communication support for healthcare research initiatives.

EDUCATION

Rhode Island School of Design (RISD)

BFA, Industrial Design