

# Daniela Li

Senior Product Designer

I specialize in driving exceptional UI/UX design initiatives and leading teams to optimize product experiences, covering the entire lifecycle from concept to strategic planning, responsive prototype development, and sustained innovation capabilities.

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## EXPERIENCE

*2015-Present*

### Senior Product Designer

Verdigris Technologies  
Mountain View, California

Developing a platform built around monitoring commercial buildings energy consumption, and providing insights for savings and sustainability. Responsibilities include managing Analytics Dashboard and Admin Console, optimizing user interactions with IOT device and mobile apps, and building company's design system.

- Designed and developed a web platform aimed at delivering actionable insights to minimize electricity waste in commercial buildings.
- Crafted mobile apps to enhance the installation and configuration process of IoT devices, improving user experience and efficiency.
- Guided service design initiatives to create blueprints and roadmaps aligned with user requirements and engineering constraints.
- Established standardized design stages and processes, optimizing workflow efficiency and collaboration.
- Defined the company's visual language and refined customer journey maps to enhance user experience and brand consistency.
- Facilitated design workshops and critique meetings to foster collaboration, innovation, and continuous improvement within the team.

*2014*

### Interactive Designer Intern

Gulfstream Aerospace Corporation  
Savannah, Georgia

Conducted competitor's research on the UI/UX design and Implemented the company's web design style guide.

*2012-2013*

### Interactive Designer

Global Flying Magazine  
Beijing, China

Designed websites and mobile apps.

*2007-2012*

### Graphic Designer

China Aviation Supplies Media  
Beijing, China

Created artwork for Air Travel magazine, specializing in luxury lifestyles and elite experiences.

## EDUCATION

*2013-2015*

### Graphic Design, Master of Arts

Savannah College of Art and Design  
Atlanta, Georgia

*2003-2007*

### Computer Science, Bachelor of Engineering

China University of Petroleum  
Beijing, China

## SKILLS

Strategic planning, User-centered product design, Project management, 3D modeling, Illustration

### Design

Figma / Webflow / Affinity / Adobe / Spline / Blender

### Code

HTML / CSS / Java Script