Daniela Li

Senior Product Designer

+ Design Thinking
+ Product Thinking
+ Data Analytics

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, Data analytics

Design
Figma / Affinity Designer / Photoshop / Illustrator / InDesign

Code
HTML / CSS / Java Script