

Daniela Li

Senior UX Designer

- + Design Thinking
- + Product Thinking
- + Data Analytics

With over a decade of experience as a product/service designer, I excel in user-centered design, covering the entire lifecycle from concept to strategic planning, responsive prototype development, and sustained innovation capabilities.

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EXPERIENCE

2015-Present

Senior UX Designer

Verdigris Technologies
Mountain View, California

Designed the web platform to deliver differentiated insights that eliminate electricity waste.

Created mobile apps to reduce installation and configuration time, enabling processing in 30 minutes, down from 2 hours.

Led service design projects to build blueprint and roadmap with users' needs and engineering limits.

Formed standard design stages and process to streamline the workflow.

Shaped company visual language and customer journey.

Facilitated design workshops and critique meetings.

2014

Interactive Designer Intern

Gulfstream Aerospace Corporation
Savannah, Georgia

Investigated competitor's website and mobile apps design.

Implemented company's web design style guide including logo use, color palette, UI pattern library, iconography, and interaction.

2012-2013

Interactive Designer

Global Flying Magazine
Beijing, China

Designed websites and mobile apps.

2007-2012

Graphic Designer

China Aviation Supplies Media
Beijing, China

Designed artwork for Air Travel magazine, and promotional materials of numerous civil aviation events.

Implemented company website.

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, Build responsive prototypes from scratch.

Design

Figma / Sketch app / Affinity Designer
Photoshop / Illustrator / InDesign

Code

HTML / CSS / Java Script