

# Qiao Li

Product Designer

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## EXPERIENCE

### Product Designer

Grantx

New York, NY

Aug 2025 — Present

- As the founding designer, architected end-to-end UX for a B2B AI platform from scratch, leading user interviews, journey mapping, wireframing, clickable prototypes, and high-fidelity design across the full product lifecycle in collaboration with PM, Engineering, Data, and ML teams.
- Built a Figma design system from scratch with 50+ components, adopted by the full design and engineering team for consistent, scalable design across the entire product.
- Conducted 4 rounds of usability testing across key features, translating findings into iterative improvements that drove 9x user growth and 40% retention increase within one year.

### Designer/Co-Founder

Zero Point Five

Los Angeles, CA

Nov 2021 — Jun 2023

- Co-founded Zero Point Five from concept to launch, defining brand and go-to-market strategy for an artisan pastry brand.
- Led brand and design strategy across social campaigns and 4+ community events, driving 70% revenue growth over 2 years.
- Built brand identity and visual language from scratch, iterating through 3 major pivots to find market fit, growing social following by 10x.

### Graphic Design Intern

GW Marketing

May 2020 — Jul 2020

- Under the mentorship of a senior designer, contributed to branding and packaging design, concept proposals, and strategic presentations for national consumer brands, supporting successful client pitches and project delivery.

## PROJECTS

### Creative Technologist

"DELETE"

May 2025

- Designed an interactive installation exploring real-time body movement as a medium for spatial, immersive experience, bridging physical gesture and generative visual response through Kinect, TouchDesigner, and Unreal Engine.

### AI Trainer & Designer

"Louise Bourgeois's Spiders"

Jun 2024

- Explored whether AI can learn artistic taste by training a contrastive model on the artist's visual and emotional language.
- Translated the learned aesthetic into 3D sculptural forms through AI-driven optimization, presented in an immersive Unity-based virtual exhibition.

## EDUCATION

### Harvard Graduate School of Design

MDes in Design Studies, Mediums

Boston, MA

### University of California, Los Angeles

B.A. in Design Media Arts / B.A. in Business Economics

Los Angeles, CA

## SKILLS

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UI/UX, Interaction Design, Design System, User Research, 2D/3D Design, Vibe Coding, Motion Design

### TOOLKIT

Figma, Adobe (Ae, Pr, Ps, Ai), Claude, Framer, Unity, Unreal Engine, TouchDesigner, Blender, C4D

### PROGRAMMING

Python, JavaScript, HTML/CSS, C#, C++, R, SQL

### LANGUAGES

Mandarin (native), English (fluent), Japanese (elementary)