

Qiao Li

Product Designer
New York, NY

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Multidisciplinary designer who also codes. I bring design systems, motion, and creative coding together, and I'm expanding into front end development to build more of what I design myself.

EXPERIENCE

Product Designer

Grantx

New York, NY
Aug 2025 — Jun 2026

- Established the company's inaugural design function and built the end-to-end user experience strategy for a B2B AI platform as the founding designer, leading user research, journey mapping, wireframing, prototyping, and high-fidelity design in partnership with engineering, data, and ML teams.
- Standardized product development and cross-functional efficiency by architecting a scalable Figma design system with 50+ components adopted across design and engineering.
- Drove a 9x increase in user adoption and 40% improvement in retention by directing four usability testing rounds and translating user insights into product enhancements.

Designer/Co-Founder

Zero Point Five

Los Angeles, CA
Nov 2021 — Jun 2023

- Co-founded and launched an artisan pastry brand, shaping the company's vision, brand positioning, and go-to-market strategy from concept development through market entry.
- Amplified social media audience 10x by building the brand's visual identity and steering three strategic pivots.
- Drove 70% revenue growth by leading brand and creative strategy across social media and community events.

Graphic Design Intern

GW Marketing

May 2020 — Jul 2020

- Under the mentorship of a senior designer, contributed to branding, packaging design, and strategic presentations for national consumer brands, strengthening stakeholder communication and design thinking.

PROJECTS

Creative Technologist

"DELETE"

May 2025

- Conceptualized and developed an interactive installation exploring real-time body movement as a medium for immersive spatial experiences, integrating Kinect, TouchDesigner, and Unreal Engine to generate responsive visual outcomes.

AI Trainer & Designer

"Louise Bourgeois's Spiders"

Jun 2024

- Trained a contrastive AI model on Louise Bourgeois's visual and emotional language to interpret and emulate artistic taste.
- Transformed AI-learned aesthetics into generative 3D sculptural forms through optimization techniques, presented via an immersive Unity-based virtual exhibition.

EDUCATION

Harvard Graduate School of Design

MDes in Design Studies, Mediums

Boston, MA
Sep 2019 — Jun 2023

University of California, Los Angeles

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

Los Angeles, CA
Sep 2019 — Jun 2023

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, Git, CLI

PROGRAMMING

JavaScript, React,
HTML/CSS, Node.js,
Express.js, SQL,
Python, C#, C++, R

LANGUAGES

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