

Zhuoyu Li

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PRODUCT DESIGNER

WORK EXPERIENCE

Generation Lab | Product Designer

Feb 2026 - Now, San Francisco

- Designing the consumer experience for a **longevity-science platform** spanning biomarker data, kit onboarding, and marketing. Operating with an **AI-augmented** workflow using Claude for product ideation, Claude Design for hi-fi prototyping, and Claude Code for **shipping production-grade prototypes** to compress design cycles and stay closer to engineering.
- Redesigned the kit registration flow end-to-end to support the System 2.1 **launch** on a **one-month** timeline, contributing to the company's **\$1M** revenue month in May.
- Owned the science page on the marketing site with a **motion-led** design system, curating scroll-driven **data visualizations** to translate complex aging biomarkers into a legible narrative **reducing bounce rate** by **5.1%**.
- Partnering with founders and engineering to ship 0→1 features across a **B2B2C** surface, balancing scientific rigor with consumer-grade polish.

Shepherd Money | Product Designer

Dec 2023 - Feb 2026, Remote (Based in San Francisco)

- Led the end-to-end design and shipped an **AI-powered** personal finance mobile app (iOS & Android), integrating financial management tools and contributing to **DAU growth** from **~50** to **2,300+** during the first **6 months** of launch.
- Designed proactive AI notification flows and chat surfaces that meet users at key financial moments (overspending, idle cash), lifting AI chat engagement from **5.2%** → **21.8%** and planning-tool adoption from **5%** → **25.5%**.
- Built a Material Design 3-based **design system** with custom data viz, chart styles, and expense-category tokens, boosting design-engineering velocity by **~20%**.

Infinitrrips.ai | Founding Product Designer

May 2023 - Dec 2024 Remote (Based in San Francisco)

- Designed a **Generative AI iOS travel app** from scratch with end-to-end UX focus (i.e., User Interface and User Experience Design) from concept sketching, wireframes to hi-fi mocks, resulting in a **3K+** increase in user acquisition during initial launch.
- Contributed to raising **\$300K in pre-seed funding** from MiraclePlus (ex YC China) by shaping the product vision and pitching alongside founders with CEO&CTO
- Led the UX strategy for product launch by analyzing key market gaps through competitive analysis (**20+** apps) and synthesizing insights from **30+** user interviews, defined business opportunities, **MVP scope** like AI planning, solo vs. group mode.

Ford Motor Company | UX & HMI Design Intern

Sep - Dec 2021, Shanghai China

- Proposed Ford's next-gen in-vehicle HMI framework by aligning it to the Ford Design System; concept contributed to a **12.3%** lift in in-vehicle **satisfaction**.
- Ran **30+** usability tests with the UXR team to validate infotainment flows, increasing retention by ****13.6%****.

EDUCATION

Art Center College of Design

Jun 2020 - May 2023

MFA | Media Design Practices
GPA 3.89/4.0

with Graduate Scholarship

Beijing Forestry University

Sep 2016 - Jun 2020

BE | Furniture Design

Related course:

Visual Design /
Brand Design Strategies

SKILL-SETS

Design

Responsive Web Design /
Mobile App Design /
User Interface Design /
User Experience Design / Sketching /
Wireframing / Hi-fi Prototype /
Design Systems / Information Architecture /
Persona / User Flow / Storyboarding /
Branding / Accessibility Design

Research

User Research / A/B Testing /
Usability Testing / Competitive Analysis /
Qualitative & Quantitative Research /

Tools+programming

Figma / Adobe XD / Sketch /
Adobe CS / PS / AI / ID / AE / Miro/
Principle / Jira / Trello / CSS / HTML /
Python / JavaScript / Vibe Coding /
Cursor / Blender / Unity / React