

# WINNIE LI

Product Designer

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NYC, NY

## PROFESSIONAL EXPERIENCE

### META, FACEBOOK - NEW YORK, NY

Product Designer | Feb 2023 - Current

- Designed and prototyped a new user interface for business rewards program.
- Designed and launched a new product line using Figma and Figjam. collaborating closely with cross-functional teams including engineering, and marketing.
- Designed and implemented user-centered product features informed by extensive UX research and A/B testing.

### FREELANCE - NEW YORK, NY

Creative Director | Apr 2020 - Dec 2022

- Collaborated with engineers to design and develop websites from concept to launch.
- Managed a cross-functional team of designers, copywriters, and developers to execute rebranding projects.
- Deliverables include B2B and B2C apps and websites, social media marketing campaigns, and branding development.

### INTERPUBLIC GROUP (IPG)

Product Designer - New York, NY | May 2016 - Jan 2020

- Designed an AI analytics tool used by Interpublic Group agencies to track digital performance of brands and campaigns.
- Designed a scalable SaaS Design System integrated into IPG's product ecosystem. Created design system guidelines.
- Designed web and mobile experiences for 20+ external clients, including Kia, Johnson & Johnson, Merck, NYX Makeup, and MillerCoors.

### IVORY DIGITAL

Graphic & Web Designer - New York, NY | Nov 2015 - Nov 2016

- Collaborated with the product manager and engineers to design the website, media kit, and social assets for clients.
- Clients included Issey Miyake, Lincoln Center, Penguin Books.

## SKILLS

Creative Direction	Interface Design	Graphic Design	User Experience	Branding	Product Strategy
Print Design	Layout Design	Photography			

## EDUCATION

### PARSONS SCHOOL OF DESIGN

M.F.A. in Design and Technology | Jul 2013 - Jun 2015