



# BEATRICE LI

## Product Designer

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### CAPABILITIES

Curious. Collaborative. Innovative.  
Obsessive in aesthetic and tenacious in results, I put my heart into uniting user and business satisfaction.

### SKILLS / TOOLS

UI / UX	Figma
Wireframing	Sketch
Rapid Prototyping	Adobe CC
User Research	Principle
Usability Testing	ProtoPie
Web Design	InVision
Graphic Design	Balsamiq
Illustration	HTML / CSS
Animation	
English / Mandarin	

### HACKATHONS

- Hack the Violence 48-Hour Hackathon
- 1st Place- Best Prototype
  - 2nd Place- Best Overall

### EDUCATION

#### Kennesaw State University

##### B.A. New Media Arts

Jan 2013 - May 2015

- Cum Laude
- Dean's List
- International student scholarship

#### North China University of Technology

##### B.A. Animation

Aug 2010 - Dec 2012

- Academic scholarship

#### Facebook / Product Designer

Menlo Park, CA • Jun 2020 - Present

Guiding the design roadmap for new user acquisition and growth across Facebook, Messenger, and Messenger Kids.

Leading north star vision for onboarding, parental control, and friend connection.

Managing complex privacy and value challenges to provide a safe, fun social platform for kids.

#### Deloitte Digital / Visual Designer, Interactive

New York, NY • Feb 2019 - Jun 2020

Designed apps, websites and campaigns for high-profile clients such as: American Airlines, Sterling National Bank, UBS, and Sherwin-Williams.

Coordinated with a multidisciplinary team to streamline processes and elevate brand exceptionalism.

Promoted team dynamic and facilitated internal growth by building design culture.

#### IBM / Product Designer

Atlanta, GA • Feb 2016 - Jan 2019

Championed brand cohesion of the iOS Core Team to ensure strength of an iconic brand and implementation of new features in a rapid environment.

Collaborated with agencies and upper leadership to revolutionize app's interaction with users.

#### The Weather Channel / UI / UX Designer

Atlanta, GA • May 2015 - Feb 2016

Audited active product success to reveal and address opportunities to increase user satisfaction.

Guided cross-divisional teams through visual identity in new features.

#### You42 / User Interface Designer

Atlanta, GA • Jan 2015 - Mar 2015

Escorted team through user journey and laid the foundation for expanded feature development.

Pioneered brand identity through iconography and wireframes and prototype.

#### SONY / UI / UX Design Intern

Lund, Sweden • May 2014 - Aug 2014

Collaborated with mobile UX team in a fast-paced agile environment to design, create, and implement user interface for SONY wearable products.

Developed interactions and mobile app integration with peripheral.