

# Li Zhou

## Product Designer

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### EDUCATION

Harvard Graduate School of Design, Harvard University • Master of Design Studies 2021 - 2023

Harvard Mini-MBA Program Summer 2022

College of Architecture and Urban Planning, Tongji University • Bachelor of Architecture 2016 - 2021

### PROFESSIONAL EXPERIENCE

**The Generative AI Company LLC • UX Consultant** Jan 2024 - May 2024

Design & Consultancy • Integrate SaaS AI Solution to Organizations

- Set design strategy with CEO and UX Director to align project vision with business goals
- Created tailored AI solutions for internal staff and external customers, with potential to impact over 30k users
- Designed conversational flows and interfaces from zero and conducted user testing to iterate and optimize designs
- Crafted narratives for AI products to communicate product goal with engineers and UX director using GitLab
- Directed UX audit for major chatbots in sustainability industry and built internal management tools for pricing and employment
- Facilitated client workshops to dissect workflow inefficiencies and identify pain points
- Managed client communications, delivering regular status and feasibility updates
- Developed marketing materials to boost company and product visibility
- Designed Gen AI Space, a hybrid environment with digital and physical interactions to showcase AI SaaS solution
- Authored articles on AI product design flaws and key considerations for companies

**Leonardo AI • Product Design Lead** March 2023 - June 2023

Responsive Website Design • Learning Management System(LMS) empowered by AI

- Leading the design from end to end and built the website LMS from ground up
- Set the strategy and solutions with CTO for scalable personalized education solutions
- Developed mockups and high fidelity prototypes
- Identified success metrics and evaluation approaches to ensure ongoing impact and scalability

**SKOSHY • Product Design Lead** Aug 2022 - Sep 2022

Mobile iOS App & Website Design • NFT wallet & payment

- Drove the design from end to end and built the mobile iOS app from 0-1
- Set the strategy with founders and developed the roadmap
- Developed the branding and design system, visualized the product story and created the pitching video
- Created the interactive and functional high-fidelity prototypes with Figma
- Expanded the business and design scope by developing the landing page to attract investors
- Helped founders successfully gain funding

**SEP Shopping • Product Designer** Aug 2022 - Present

Responsive Website Design • E-commerce platform

- Design an online shopping experience for Social Empowerment Project, an NGO in Kenya
- Initiated conversations with the SEP marketing team to identify target users
- Created user flow to improve the purchasing experience
- Planned and conducted user interviews with Kenya hospitals, schools, other NGOs

**Xin Rui Real Estate Development Co. LTD, China • Architect** June 2020 - Jan 2021

Architecture Design & Development

- Applied design thinking in urban revitalization project, developing strategies with architects, engineers and developers
- Facilitated communication and coordination for high-rise design, creating architectural drawings

### SKILLS

**Software:** Figma, Adobe XD, LangSmith, Illustrator, InDesign, Microsoft Office, Photoshop, AutoCAD, SketchUP

**Manual:** Drawing, Physical modeling in foam core, mirror sheet, wood