

Hedda Li

Product Designer

Portfolio Website: www.heddali.com

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Berlin, Germany

Experience

Ubiquiti

Senior UX Designer

Apr 2024 - Jan 2025

- Led the optimization of the Unifi Access application, upgrading key features such as Caller Manager, Devices, and Settings to enhance functionality.
- Redesigned the Unifi Protect IoT product line, improving workflows for device adoption, settings, and management to deliver a seamless user experience.

Staffbase

Product Designer

May 2022 - Jul 2023

- Designed and iterated on the Campaign project, improving usability through research-driven solutions.
- Created and maintained design system, refining it based on daily design needs.

EICO

UX Designer

Dec 2020 - May 2022

- Partnered with the Bosch team to define user requirements and improve the RMI/EBR user experience.
- Optimized the onboarding experience for study tool MarginNote by streamlining user scenarios for newcomers.
- Redesigned the ALDI WeChat Mini Program to deliver a seamless and satisfying customer journey.

Freelance

UX Designer

Frog Design

Researched and defined user needs for Huawei's smart home, establishing experience criteria and designing core interactions for multi-modal integration.

Gate.io

- Completed the iterative design of Gate Startup, enhancing functionality and usability.
- Conducted user research and led site-wide user experience improvements.

L'Oreal

Led the experience design for the flagship counter, ensuring a seamless and engaging customer journey.

Education

University of the Arts London

Aug 2018 - Dec 2019

M.A. in Interaction Design Communication London College of Communication

Interaction Design, Data Visualizations, Creative Programming

Huazhong University of Sci. & Tech.

Sep. 2014 - Sep. 2018

B.A. in Product Design School of Mechanical Science & Engineering
Information Architecture, Graphic Design, Human-Centered Design

Skills

Design

Information Architecture
Service Wireframing
Design System
Prototyping

Research

User Interview
Service Blueprinting
Usability Testing
User Journey Map

Programming

Processing
p5.js
HTML