



Mingzhe (Vera) Li

Product Designer

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Client Projects

Honda Motor Company | Lead Product Designer

Jan 2023 - Present | Pittsburgh, PA

- Led the design team under Honda R&D in designing vehicles as mobile learning environments for 2030.
- Conducted 29 user research interviews, built 7 prototypes and conducted 10+ usability testing sessions.

Dick's Sporting Goods | Lead Product Designer

Aug 2022 - Dec 2022 | Pittsburgh, PA

- Designed a mobile app for junior athletes and parents and drove online and offline engagement rate by 78%.
- Led the design process, from synthesis of research to prototype, and was responsible for client management.

Work Experience

PLUS | Lead Product Designer

Aug 2022 - Jun 2023 | Pittsburgh, PA

- Led the design of an admin desktop dashboard to manage tutors in the system, conducting 7 user testing sessions to identify and address design issues.
- Collaborated closely with PM and developers in a fast-paced startup team, supporting the launch of a fully functional product that increased admin efficiency by 115%.

Amplify Education Inc. | Product Design Intern

Jun 2022 - Aug 2022 | Brooklyn, NY

- Conducted primary and secondary research on screen-based learning for K-12 students and identified 10+ innovative methods to enhance their learning outcomes.
- Drafted the initial design plan to integrate Desmos' features into AmplifyMath curriculum.

CIE | Product Designer

Jun 2020 - Jun 2022 | Los Angeles, CA

- Spearheaded the redesign of the LACFF (Los Angeles Chinese Film Festival) website, enhancing its visual appeal and user experience, driving the engagement rate by 68%.

Lenovo | Product Design Intern

Jun 2019 - Aug 2019 | Beijing, China

- Led the strategic design efforts for Lenovo Foundation's official website, collaborating closely with the foundation's leadership team to align the website's design with the organization's vision and goals.

Education

Carnegie Mellon University, School of Computer Science

Aug 2023 | GPA: 4.06/4.00

Master of Human-Computer Interaction

University of California, Los Angeles

Sept 2021 | GPA: 3.7/4.0

Bachelor of Arts in Economics

Digital Humanities Minor

Film, Television, and Digital Media Minor

Skills

Design Skills:

Interaction Design, Rapid Prototyping, Design System, Information Architect, Wireframing, Storyboarding, Visual Design, User-centered Research, Usability Testing, Contextual Inquiry, Front-end Development, Data visualization, Film Production, 3D Modeling

Tools:

Figma, Adobe creative Suite, Sketch, Voiceflow, Miro, Tableau, Fusion 360, Cura, Microsoft Office, Final Cut, Unreal Engine

Front-end Development:

HTML, CSS, JavaScript, R, Python

Achievements

Google UX Design Professional Certificate
2022

Dean's List with High Honors at CMU
2022-2023

Dean's Honors List at UCLA
2018-2021

Singapore Ministry of Education Full Pre-University Scholarship
2014-2018