

Ernest Li

Product Designer

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Skills

Design: Wireframes, mockups, prototypes, icons, animation, interface specs, responsive design, copywriting

Research: Usability testing, user interviews, competitive analysis, surveys, field studies, A/B testing

Development: Xcode, Android Studio, HTML5, CSS3

Software: Sketch, Invision, Adobe CS, Pixate, Axure, Flinto, Omnigraffle, Keynote, Ethnio, Github, Mixpanel, JIRA, Postman

Experience

Lead Product Designer, Thrive Market

Los Angeles, CA (2015-Present)

Leading design for rapidly growing e-commerce startup, with the mission of making natural foods and products affordable and accessible.

Design and front-end development for Thrive's first-ever iOS and Android apps, with 400,000+ downloads and 5-star average ratings across both app stores. Responsible for UX, UI, icons, animations, branding, and app store assets.

Managing a team of Product Designers working on responsive-web initiatives spanning e-commerce, user engagement, and acquisition. Responsible for design strategy, establishing agile processes, and mentoring/coaching.

Product Designer, Hulu

Los Angeles, CA (2014-2015)

Redefining television through designing and prototyping features across Web, iOS, Android, Apple TV, and Roku.

Performed foundational research and design work for Hulu's Live TV service.

Introduced and evangelized the practice of moderated usability testing, which developed into a dedicated team and fully-featured test lab.

Awards

Apple App Store (2016)

Best New Apps, Thrive Market

Google Play Store (2016)

Best Apps of 2016, Thrive Market

Webby Award (2015)

Best Streaming Video for Mobile Sites & Apps, Hulu

Webby Award (2014)

Best Activism Website, Change.org

Webby Award (2011)

Best Shopping App for Tablets, Fandango

Conferences/Training

General Assembly, Delight Conference, An Event Apart, Cooper U, IA Summit, Nielsen Norman Usability Week, Lean UX for Startups.

Education

Master's of Music

Summa Cum Laude (2008)
New York University
New York, NY

Bachelor of Arts, Biology

Cum Laude (2005)
Occidental College
Los Angeles, CA

Experience, continued

Product Designer, Change.org

San Francisco, CA (2013-2014)

Design and front-end development for the largest online petition platform.

Led design of new mobile website and core features focused on user engagement.

Senior UX Designer, Fandango

Los Angeles, CA (2010-2013)

Website and mobile apps for the largest movie-ticketing destination.

UX Designer, WET Design

Sun Valley, CA (2008-2010)

Designed choreography software and internal tools for the world's preeminent water-feature design firm.

Web Designer, New York University

New York, NY (2007-2008)

Web design and development for NYU departmental websites.