

# YANJING (AURORA) LI PRODUCT, UI/UX DESIGNER

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## PROFESSIONAL EXPERIENCES

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UI/UX Designer — **General Motors x ACCD** Pasadena, CA, Dec 2025 – Present

- Defining the product vision for a 2035 Chevrolet vehicle, designing future in-vehicle interactions that integrate physical vehicle systems with AI-powered content creation, editing, and livestreaming; proposal recognized by General Motors' Pasadena office.
- Synthesizing insights from 10 user interviews and analysis of 10+ competitor products, generating 5+ concept directions through deep research, data synthesis, and 50+ exploratory sketches, narrowing down to the final vehicle experience concept.
- Leading UI/UX design for the core user journey, developing 10+ scenarios and identifying 20+ key moments, culminating in the final storyboard and high-fidelity interfaces and motion design.

Founding Product Designer — **AI Playable Narrative Platform (NDA)** Remote, Apr 2025 – Oct 2025

- Led 0→1 product design for an AI storytelling platform where users create scripts, customize characters, and play AI-generated visual novels; grew the product from 3K to 10K users, selected by LUNCH Incubator, contributing to \$125K in funding.
- Defined the core gameplay interaction, designing 3 mechanics and validating the final direction through rapid prototyping and 10+ design iterations with 20+ early users.
- Improved the onboarding experience to help users better customize scripts and character designs by evaluating multiple AI generation models, reducing image generation latency to under 4 seconds while improving visual quality.
- Designed interaction flows and high-fidelity UI, collaborating with engineers and product managers to bring the product from concept to launch.

UI/UX Contract Designer — **Clics** Los Angeles, CA, Oct 2024

- Redesigned the AI hair salon app, with the design solution bought by CLICS and incorporated into the final product direction.
- Redesigned the workflow, reducing cognitive load and improving customer attachment and trust, contributing to increased purchase intent; validated through 3 rounds of user testing and 4 rounds of prototype iterations.
- Built a cross-platform design system for app, hardware, and packaging, saving ~10 hours per designer weekly.

UI/UX Design Intern — **Coscene, Product & Marketing** Shanghai, Jan 2024 – Jul 2024

- Designed B2B dashboards for spatiotemporal and multimodal robotics data workflows, reducing platform data load by 200%.
- Led the 0→1 redesign of the company website, helping secure 10+ top enterprise clients in robotics and technology.
- Built a design system and expanded the visual asset library, reducing repetitive design work by at least 50%.
- Collaborated with product managers and engineers to align requirements and deliver production-ready designs.

Product Design Intern — **Shanghai Science and Technology Museum** Shanghai, Mar 2022 – Sep 2022

- Designed the Green Nautilus cultural passport, a top-selling museum merchandise product that increased visitor traffic, and developed a mascot-based visual identity system with social media assets generating over 10K+ views.

## SKILLS

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**Design:** UX/UI Design, Product Design, Interaction Design, User Research, Information Architecture, User Journey Mapping, Wireframing, Prototyping, User Flows, Usability Testing, A/B Testing, Design Systems, Data Visualization, Motion Design

**Tools:** Figma, Adobe Creative Suite, Framer, Webflow

**AI & Coding:** HTML/CSS, ChatGPT, Claude, Gemini, Cursor, Lovable, Perplexity, GitHub Copilot, OpenAI API, MidJourney, Stable Diffusion, Runway, Kling AI, Pika, ElevenLabs, Hugging Face

**Creative:** Blender, Unity, Unreal Engine, Spline, p5.js

## EDUCATION

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**MFA, Media Design Practices — ArtCenter College of Design** Sep 2024 – April 2026

## AWARDS & ACTIVITIES

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**Activities:** 44th International Young Designers Exhibition, Taipei (2025, Presentation); AICAD Symposium, Pasadena (2024); Global Developer Conference, Shanghai (Design & Promotion, 2024); Google I/O Connect, Shanghai (Technical Support, 2023);

**Awards:** China National University Students Digital Media Technology Works and Creative Competition (1st & 3rd Prize, 2023), Hong Kong Digital Art Design Competition (3rd Prize, 2023)

**School:** AI Film Collage (Tim Durfee) — Assistant; Entangled Infrastructure (Ben Hooker) — Assistant; AR Spatial Experience Design for Exhibitions (Maxim Safioulline); Art History — Teaching Assistant; Adobe Design Storm — Teaching Assistant