

Hedda Li

Product Designer

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Berlin, Germany

Experience



Ubiquiti

Enterprise Networking & IoT

Senior UI/UX Designer | 📍 Shanghai

Apr 2024 - Jan 2025

- Led the UniFi Access SaaS and B2B platform, driving key feature improvements across Caller Manager, Devices, and Settings to enhance functionality and user experience.
- Redesigned the UniFi Protect IoT product line, improving the workflows for device adoption, settings, and management to deliver a seamless user experience.



Staffbase

Employee Communication Platform

Product Designer | 📍 Germany

May 2022 - Jul 2023

- Led research-driven iterations on the Campaigns feature, enhancing usability and performance tracking for internal communication strategy management.
- Collaborated on and maintained the B2B design system, continuously refining it to meet evolving design needs.



EICO

Design Agency

UI/UX Designer II | 📍 Shanghai

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
Agile Teamwork

Research

User Interview
Service Blueprinting
Usability Testing
User Journey Map

Programming

Processing
p5.js
HTML