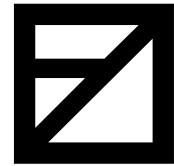


SUMMARY

Product design leader with 16+ years of experience across AI-assisted product systems, enterprise workflows, and scalable design systems. I translate complex AI logic and technical constraints into trustworthy product experiences, with strengths in AI recommendation UX, agent workflows, enterprise SaaS, prototyping, and cross-functional strategy.



WORK EXPERIENCE

AUG 2022
PRESENT

META | MENLO PARK, CA

Product Designer · AI-assisted tools, agent workflows, enterprise platforms, and advertiser experiences

- ◇ Designed external and internal AI-assisted monetization tools, including **Meta AI Business Assistant** and **Signals AI Agent in CRM**, turning AI logic, signal diagnostics, and advertiser data into explainable guidance and decision-support patterns
- ◇ Defined scalable interaction and guidance patterns for AI recommendations, signal quality, capability discovery, and user actions across complex advertiser workflows
- ◇ Led **Omnichannel Optimization** UX, unifying online/offline signals and cross-channel optimization while achieving 78% retention and a 30% increase in adopter share of spend
- ◇ Built **Lead Ads** and **WhatsApp Marketing Messages** experiences by translating backend capabilities, API integrations, and system states into clear setup, adoption, and follow-up workflows
- ◇ Partnered with product, engineering, data, and cross-functional teams to define system states, edge cases, interaction flows, and implementation-ready specs across complex product workflows

MAR 2021
AUG 2022

LUCID MOTORS | NEWARK, CA

Design System Lead

- ◇ Established the HMI design system across vehicle, mobile, and product-toolkit surfaces, contributing to an estimated \$2M annual efficiency gain
- ◇ Built design system operations, version-control workflows, and quality standards for a 10-person team delivering safety-critical Lucid Air HMI experiences
- ◇ Defined bilingual English/Arabic component libraries and localization-ready patterns for KSA and global multi-surface experiences
- ◇ Presented design system strategy and implementation details to senior leadership, earning alignment and support for broader adoption

ZHEN LI

Focused on AI systems,
enterprise workflows,
design systems
16+ years of experience

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zhenli.design

lizhen02@gmail.com
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SKILLS

AI Product & Agent UX

AI-assisted Product UX
Recommendation UX
Trust & Explainability
Signal Diagnostics
Decision Support UX

Product Strategy

0→1 Product Architecture
Prototype-led Discovery
Cross-functional Strategy
Executive Storytelling
Enterprise SaaS

TOOLS

AI & Workflows

Gemini
Codex CLI
Claude Code
ChatGPT

Design & Prototyping

Adobe Creative Suites
Figma / FigJam
Principle / ProtoPie

AUG 2016
MAR 2021

SCHLUMBERGER | MENLO PARK, CA

Senior User Experience Designer II

- ◇ Led the company-wide Design Language System roadmap with 10+ designers, directly mentoring 2 designers while delivering 20+ projects and establishing core component and governance patterns
- ◇ Created **DLS Magician**, a published and patented AI system that turned text requirements into live prototypes, reducing manual prototyping effort by 45%
- ◇ Improved WCAG-aligned accessibility standards across the design system by refining color, typography, and interface patterns for better readability and consistency

SEP 2014
AUG 2016

LOOKOUT | SAN JOSE, CA

Senior User Experience Designer

- ◇ Led product rebranding and visual system design, increasing customer conversion by 10% YoY
- ◇ Improved cross-platform UX/UI consistency through research, benchmarking, and component-based practices
- ◇ Delivered high-fidelity UI specs and engineering-ready callouts, reducing rework by 25%

MAR 2014
SEP 2014

CRITEO | SAN FRANCISCO, CA

User Experience Designer

- ◇ Designed UI for an advertising management platform, increasing impressions and traffic by 20%
- ◇ Built visual guidelines and evaluated UI/UX solutions

FEB 2009
JUL 2010

TENCENT | BEIJING, CHINA

Interaction Designer

- ◇ Designed search, mobile input, and knowledge platform experiences for products serving tens of millions of users
- ◇ Collaborated with 40+ engineers to create the MVP for one of the largest online map services in China

EDUCATION

AUG 2010
DEC 2012

ARIZONA STATE UNIVERSITY | TEMPE, AZ

M.A. Media Arts & Sciences · Research Assistant

SEP 2006
JAN 2009

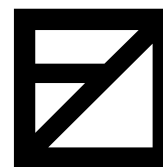
TSINGHUA UNIVERSITY | BEIJING, CHINA

M.A. Information Arts & Design

SEP 2002
JUN 2006

TSINGHUA UNIVERSITY | BEIJING, CHINA

B.A. Information Arts & Design



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PATENTS

USD1006820 · 2023

Electronic Device With
Display Screen And
Graphical User Interface

US11295082B2 · 2022

Converting Text-Based
Requirements to a Live
Prototype

PUBLICATIONS

**ACM SIG Intelligent User
Interfaces (IUI) · 2020**

DLS Magician: Promoting Early-
Stage Collaboration by
Automating UI Design Process
in an E&P Environment

ACM CHI · 2012

Visual Planner: Beyond
Prerequisites, Designing an
Interactive Course Planner for a
21st Century Flexible
Curriculum