

XINYU (FELICIA) LI

PRODUCT DESIGNER

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EXPERIENCE

FORTUNE KIDS INC. | Product Designer (Part-Time)

Jun–Sep 2026

- Designed, built, and launched a studio website for investor outreach and player information, using an AI-native workflow with Figma, Claude Cowork, and VS Code.
- Owned end-to-end UX/UI for Pocket Harmonica Simulator, from interaction exploration and usability testing through Unity implementation and iOS/Android launch; earned a 9.5/10 TapTap rating.
- Implemented English and Simplified Chinese localization for Pocket Harmonica Simulator, adapting UI layouts and typography for multilingual support.

ALTERSTAFF | UX/UI Designer

Nov 2024–Apr 2026

- Designed and implemented 100+ UI screens for AI2U, an AI-powered interactive experience with 100,000+ copies sold, spanning Levels 1–5, the hub world, Shop, and customization.
- Redesigned and shipped AI2U's voice and text input interactions, improving microphone controls, editable voice input, and message sending; input-related support tickets decreased 54% after launch.
- Designed AI2U's creator-facing Mod Tool for custom character creation and Steam Workshop sharing; a subset of community-created mods recorded 12,000+ active subscriptions.
- Established a reusable UX research workflow to engage directly with active players, synthesize feedback, and identify usability improvements; adopted internally for future projects.
- Owned end-to-end UX/UI for Soul Seasoned, designing, implementing, and shipping 15+ screens across AI-driven dialogue, text input, cooking interactions, and in-experience guidance.

BRIGHTLAKE INC. | User Experience Designer Intern

Jun–Nov 2024

- Researched user groups and pain points to inform website design decisions and product direction.
- Created wireframes and interactive prototypes in Figma to communicate design concepts and align with stakeholders.
- Developed and iterated website case studies to communicate product features and user benefits.

SELECTED PROJECT

MONOMON MR – Mixed Reality Experience | Project Manager & Product Designer

Jan–May 2024

- Led a six-person cross-functional team through Agile planning, daily standups, weekly stakeholder meetings, and milestone tracking; delivered a playable Meta Quest 3 demo showcased at GDC 2024.
- Designed spatial interfaces and real-time interaction feedback, including aiming, charging, health states, and contextual status displays.
- Used feedback from 100+ playtest participants to prioritize design improvements with engineers and artists.

EDUCATION

CARNEGIE MELLON UNIVERSITY | Master of Entertainment Technology

2022–2024

KINGSTON UNIVERSITY | Graduate Diploma in Creative Practice

2021–2022

FASHION INSTITUTE OF TECHNOLOGY | BS, International Trade and Marketing for Fashion Industries

2018–2020

SKILLS

Product & UX Design: Product Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Visual Design, Responsive Web Design, UI Components & Patterns

Research & Delivery: User Research, Usability Testing, Research Synthesis, Cross-Functional Collaboration, UI Implementation, QA Testing, Agile Development

AI & Emerging Tech: Conversational UX, Voice & Text Interaction, Generative AI, AI-Assisted Prototyping, Mixed Reality

Tools: Figma, Miro, Illustrator, Photoshop, Unity, Unreal Engine, Jira, Azure DevOps, VS Code, Cursor