



YUXUAN LI

Product designer

www.yldesign.me
in/yuxuan-yl
yl.yuxuanli@gmail.com

SKILLS

Product Strategy
0→1 Products
Monetization
Platform Design
Ecosystem Design
AI + Human UX
AI Workflows
AI Prototyping
Interaction Design
UX Architecture
User Research
Design Systems
Stakeholder Mgmt
Exec Communication
Data Visualization

EDUCATION

M.A.
Sep 2018 - May 2020
Academy of Art University
Web design & new Media

LANGUAGE

English
Chinese

Product Designer with 7+ years of experience simplifying complex problems and designing thoughtful, scalable experiences for millions of users across early-stage and large-scale products.

EXPERIENCES

Intuit – Sr. Product Designer

Mar 2022 - Present

- Defined AI + human support experiences across QuickBooks for 5M+ customers, embedding expert guidance into core workflows and contributing to a new \$32M growth path with a 3.2pt onboarding lift
- Launched QuickBooks Live Priority, a premium support tier with dedicated experts and 1:1 coaching, reaching 2.6M users with 78% early activation and 85% 31-day retention
- Designed expert-facing workflows and tooling across QuickBooks Live, improving operational efficiency and contributing to +12% expert sentiment and +3.5 NPS
- Shaped 0→1 product vision and UX for new service verticals such as tax and business formation, projected to generate \$19M+ in FY26

Lytx – Product Designer

May 2021 - Mar 2022

- Led design for complex workflows in an IoT-based fleet management platform serving 5.5M+ drivers, enabling safer decision-making
- Designed end-to-end experiences connecting in-vehicle devices, real-time data, and software interfaces, improving visibility into safety and fleet performance
- Simplified dense, data-heavy workflows and improved task efficiency by up to 30%

Offerland.ai – Design Lead

Feb 2021 - Apr 2024 · Side project

- Led product design for an AI-powered, all-in-one job search platform, including application tracking, AI resume writing, interview guidance, and referral discovery across web and browser extension
- Scaled the product to 40K+ users through rapid iteration, experimentation, and research-driven product decisions
- Defined AI-assisted workflows that helped users evaluate offers and navigate career decisions
- Managed and mentored 3 designers while setting design and product direction

Naked and Thriving – UX Designer

Jul 2020 - May 2021

Audi – UX Designer

Feb 2020 - Jun 2020 · Sponsored project