

# Chao Li

## Product Designer

Product Designer with 15+ years building products across AI, SaaS, and emerging tech. I design and prototype in code, specializing in AI UX, design systems, and turning complex problems into refined product experiences.

### EXPERIENCE

#### **Alation** Sr Product Designer · 2025 - Present · Vancouver BC, Remote

- Led design for Agent Studio, Alation's AI-powered platform for building and deploying intelligent agents.
- Pioneered a Vibe Coding initiative, establishing an AI-first prototyping framework adopted across the design organization.
- Drive and maintain the Alation Design System across product teams.

#### **Numbers Station AI** Sr Product Designer · 2023 - 2025 · Vancouver BC, Remote

- Built the design system from scratch, establishing a scalable foundation.
- Designed core AI features including a Chat, Custom Agent builder, and Evaluation & Feedback system.
- Pioneered early-stage AI UX design, helping shape the product experience at the forefront of AI-powered data analytics. (Later acquired by Alation.)

#### **Voodle** Lead UX Designer · 2020 - Jan 2023 · Vancouver BC, Remote

- Drove CozyForest from concept to launch — product thinking, UI/UX, prototyping, and early adopter testing — resulting in the platform being white-labeled for a major client.
- Designed and maintained UI/UX for the cross-platform Voodle App across web, iOS, and Android.

#### **Pixvana** Lead UX and Front End · Jun 2016 - 2019 · Beijing & Vancouver, Remote

- Designed cloud-based video platform and immersive media tools — web authoring, large-scale VR asset management, in-headset editing, and iOS companion app.
- Maintained the web app's UI design system.

#### **Objectiva Software** Head of Design · Apr 2015 - May 2016 · Beijing

Led a 15-person design team delivering offshore design services for major clients.

#### **Red Safi** Creative Director + Co-Founder · 2009 - Apr 2015 · Beijing

Co-founded a digital agency, grew from 5 to 40 people. Launch design partner for Microsoft Xbox, Windows 8, and Windows Phone. (Later acquired by Objectiva.)

#### **Earlier experience** Creative Director / Co-Founder · 2003 - 2009 · Beijing

Creative direction and design across NX Interactive, AMG/XM Asia, and FlashEmpire — web products, global brand campaigns, Microsoft Silverlight/WPF apps, and lead designer for the Beijing Olympics official website.

### CONTACT

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(236) 869-6931  
Vancouver, BC

### HONORS

Microsoft MVP · 2008–2011  
Silver · China Interactive Award  
Merit · China Interactive Award

### SKILLS

AI UX / Agentic UX  
Vibe Coding / AI-first Prototyping  
Cursor, Claude Code  
React, HTML/CSS, Tailwind  
Figma  
Design Systems  
Rapid Prototyping

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## OTHER PROFESSIONAL EXPERIENCE

- Microsoft MVP 4 awards in Design and App Development · 2008–2011.
- Instructor at Communication University of China for Interactive Web Design course, 2007-2009.
- Instructor of Windows Design for Microsoft, Held courses in dozens of leading tech companies in China.
- Speaker at Microsoft TechEd, MIX09, MixFactory

## PUBLICATIONS

- "CSS Web Design". ISBN:9787030177162.
- "CSS Web Design 2". ISBN:9787030193421.
- "Windows Phone 7 Development Guide". Co-writer, ISBN:9787121146091.

## EDUCATION

Beijing Institute of Graphic Communication Computer Art Design · 2000 - 2003