

# MICHAEL.M.LI

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## WORK EXPERIENCE

### **NIO Inc.** | UI/UX Designer Intern

Shanghai, China | June 2024 - August 2024

Conducted user and market research to identify 7 key user needs and define 3 strategic goals for future in-vehicle services for +2 million NIO users. Created user interface for in-vehicle App Store UI, improving engagement for ~2M+ NIO drivers, expected to contribute to premium subscription growth. Delivered 11 screens across 2 vehicle models and 3 design system components, approved in developer review. Designed and prototyped a multi-modal in-vehicle assistant in Figma, enabling AI-driven commute optimization and reducing route inefficiencies by dynamically recommending rest stops, enhancing driver convenience.

### **OTB English Corp.** | UI/UX Designer Intern

Remote | February 2024 - June 2024

Led and optimized interface design for an AI-powered English learning platform, reducing user drop-off rates by refining 3 key flows and 10 primary screens.

### **CMU Interactive Structures Lab** | Research Assistant

Pittsburgh, PA | September 2023 - May 2024

Conceptualized and developed over 5 prototypes integrating proximity and gyroscope sensors, employing 3D modeling, 3D printing, and laser cutting. Implemented and tested an interactive Grasshopper simulation, increasing lab efficiencies in analyzing and demonstrating structures.

## PROJECT EXPERIENCE

### **Design For America, CMU** | ResearchLink Team Lead

Pittsburgh, PA | June 2024 - Present

Led a 7-person team, launching a campus-wide initiative in partnership with CMU OURSD, improving undergraduates's preparedness for on-campus research opportunities. Initiated and structured interviews with 8 students and 3 CMU OURSD execs, extracting 5 key insights and 3 action-driven design goals. Currently iterating prototypes based on stakeholder input.

### **CMU BHCI Capstone** | Noteful Project Member

Pittsburgh, PA | January 2025 - Present

Designed core lesson screens for Noteful, introducing interactive features to increase engagement. Structured and conducted interviews with 4 professional music educators and 9 students with music experience, uncovering 4 key insights that directly shaped rhythm & ear-training lesson designs.

## EDUCATION

### **Carnegie Mellon University**

2025 | GPA 4.0

#### **Major:**

BHA (Bachelors of Humanities and Art)  
Information Systems  
& Architecture

#### **Additional Major:**

Human-Computer Interaction

#### **Honors:**

Phi Beta Kappa

## SKILLS

### Product & UX Strategy

Lean UX  
Scalable Design Systems  
Prototyping  
User Research  
Usability Testing  
Wire-framing  
A/B Testing  
Persona Development  
Heuristic Evaluation  
Data-Driven Design  
WCAG Standards

### Technical UX & Development:

React.js  
TypeScript  
HTML/CSS  
Python  
Java  
SQL  
Git

### Software

Adobe Creative Suite  
Figma  
Framer  
Webflow  
Protopie