

**Eric Li**  
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## Chronology

### Orchard Analytics

Head of Product, 2024–Present

### Eames Institute

Senior Digital Product Director, 2023–2024

Established and lead a team of designers and engineers who oversee all digital surfaces. Projects include a website replatform, development of future-facing IA and navigation, launch of ticketing, eCommerce, and marketing platforms.

Collaborated with CEO to secure a \$1M digital grant. Serve as both a strategic leader and hands-on contributor, driving the design and development of new features and platforms while aligning stakeholder and organizational goals.

### Cinder Technologies

Senior Product Designer, 2023

Led product direction of a novel trust and safety startup to establish product market fit. Collaborated with engineers in code to ship features quickly.

### MoMA

Senior Product Designer and Developer, 2019–2022

Led product design and front end development of the Museum's public-facing digital surfaces. This included the entirety of *moma.org*, which is visited by 14 million visitors a year, as well as in-Museum way finding, digital signage, and in-gallery interactive experiences.

Performed user research and prototyping, led product inceptions, and led many of the team's products from 0 to 1. Responsible for hiring and managing full time staff and contractors. Played significant roles in the redesign of the Museum's website in 2019 and digital strategy throughout COVID.

### O-R-G

Designer and Developer, 2017–2019

Designed and developed digital platforms for the ICA London, Radio Athènes, Materia Abierta, and more. Book and collateral design for Yale, Sternberg Press.

### IDEO

Software Design Intern, Summer 2017

Design exploration, strategy, and prototype of a centralized healthcare service. User research and design of a last mile mobile van sharing service.

### Google Design

UX and Software Engineering Intern, Summer 2016

Design explorations and implementation of the website for SPAN 2016, Google's design conference. Contributions to Material Design and Search.

### LUST

Design Intern, 2015–2016

Design exploration and development of websites for TRESPASS cybersecurity visualizations, World Press Photo photo of the year award, *The Modular Body* fictional media project. Development of a digital art installation at Drachten.

### Google Research

Software Engineering Intern, Summer 2015

Developed machine learning heuristics for sentiment analysis of reviews written by users within the Google Play store.

I am a product leader with 9+ years of experience, based in New York. I believe in software as a medium for good design, and care deeply about craft and execution.

## Education

### Princeton University

*B.S.E. Computer Science & Visual Arts*  
*Summa Cum Laude*

## Teaching

### Parsons, The New School, Part-time Lecturer

Core 2 Interaction Lab (*Sp '22*)

CD Studio: JavaScript (*F '22, F '23, F '24*)

CD Currents: Instructions for Use (*Sp '23*)

MPS Typography & Interaction (*F '22, Sp '23, Sp '24*)

### RISD, Critic in Graphic Design

SOURCE: Graduate Elective (*F '22*)

## Invited Guest Critic

Princeton, Yale, Parsons, Pratt, SVA, TCNJ, CCA, NYU, Rutgers, and the University of Pennsylvania

## Writing, Interviews, Panels, and Talks

### CD Lecture Series

Talk, Parsons, 2024

### CSS Inline Layout Design Review Workshop

Invited guest, 2022

### Tools not rules

Contributor to essay by Matt Owens, 2022

### Product Design at MoMA

Talk with Stephanie Schapowal, Figma Config, 2022

### Taking a walk across the internet

Essay for MoMA Magazine, MoMA, 2021

### What is true form?

Interview for UNIQLO Artspeaks, MoMA, 2021

### When it Changed

Essays with David Reinfurt, Are.na Annual, 2020

## Select Clients

Princeton University

Karel Martens

Adam Pendleton

MGMT design

Innisfree Garden

CUE Art Foundation

Rivers Institute

*The Brooklyn Rail*

Orchard Analytics

IDSR Architecture

Miko McGinty

Harry Frank Guggenheim Foundation