

Eric Li
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Chronology

Eames Institute

Senior Digital Product Director, 2023–Present

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. Developed screensavers for Mac OS and apps for iOS. Designed books and collateral for Yale and Sternberg Press.

IDEO

Software Design Intern, Summer 2017

Design exploration, strategy, and prototype of a centralized healthcare service for a client in the health services industry. User research and design of a last mile mobile van sharing service for an automotive client.

Google Design

UX and Software Engineering Intern, Summer 2016

Design explorations and implementation of the website for SPAN 2016, Google's yearly design conference. Contributions to Material Design libraries, and design of the Random Number Generator tool in Google 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 multidisciplinary product leader with 9+ years of experience, based in New York. I view 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*)
MPSTypography & 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