

Shuang Li

Staff Product Designer @ Snap Inc.
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EXPERIENCE

Aug 2021 - Present

Snap Inc. / Staff Product Designer / Los Angeles, CA

Design owner for Snapchat+, driving its product direction and subscriber experience. Grew the subscription from 3M to 24M over two years by defining the roadmap with PMs, running research-backed iterations, and pitching major feature ideas directly to CEO Evan Spiegel.

Led the design of Snap's Ad Formats, a key product area of our \$5B ad business. Owned the 0→1 design of Sponsored Snaps, the first-ever ad format placed directly in Snapchat's Chat feed. Defined the user experience, guardrails, and interaction model for bringing ads into a highly sensitive, high-frequency surface.

EDUCATION

2013 - 2014

Carnegie Mellon University

MS Human-Computer Interaction

2010 - 2011

Stockholm University

Exchange Program (HCI & Digital Design)

2009 - 2013

Renmin University of China

BS Computer Science

Regularly present design strategies and product innovations to Snap's CEO and executives, influencing key product and business decisions.

Jan 2018 - Aug 2021

Google / Senior Interaction Designer / Mountain View, CA

Led end-to-end design for major initiatives across Google Ads, Google Shopping, and Chrome.

Built and scaled Smart Campaigns to help small businesses advertise easily on Google, launched Google Shopping's new homepage with product discovery and personalized price tracking, and created Gen Z-focused browsing experiences on Chrome.

Sep 2014 - Dec 2017

IBM Watson / User Experience Designer / Pittsburgh, PA

Designed a suite of AI products for IBM Watson with an emphasis on accessibility for non-technical enterprise users. Translated complex AI functions—like data modeling and prediction—into clear, guided workflows that teams could use without technical expertise.

May 2016 - Sep 2016

Expii / Design Consultant / Pittsburgh, PA

As a founding designer, worked closely with Prof. Po-Shen Loh to turn his vision of accessible global math and science education into a usable product. Led the brand direction and redesigned the core knowledge graph to make learning more engaging and personalized for students.

CORE SKILLS

- Design-driven product strategy & storytelling
- Cross-functional alignment & communicating effectively with executives
- End-to-end UX design informed by data & research
- Prototyping (high-fidelity, interactive, motion)
- Expertise in ads, monetization, commerce & subscription UX
- AI-powered design exploration & prototyping