



Shuang Li

Staff Product Designer @ Snap Inc.

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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

CORE SKILLS

- Design-driven product strategy & storytelling
- Cross-functional alignment & communicating effectively with executives
- End-to-end UX design informed by data insights & user research
- Prototyping (high-fidelity, interactive, motion)
- Expertise in ads, monetization, commerce & subscription UX
- Leverages AI-assisted tools to explore, prototype, and contribute to pull requests
- Content creator on Youtube & Bilibili

EXPERIENCE

Aug 2021 - Present

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

Leads the Direct Revenue Design workstream; design owner for Snapchat+, driving product direction and the end-to-end subscriber experience. Grew the subscription from 3M to 24M subscribers over two years.

Led design for Snap's Ad Formats, a core product area within the company's \$5B advertising business. Owned the 0→1 design of Sponsored Snaps, the first ad format introduced directly into Snapchat's Chat feed. Defined the end-to-end experience, guardrails, and interaction model for ads across Content, Chat, Camera, and Maps surfaces.

Regularly presents product strategy, new features, and design direction to Snap's CEO and executive leadership, influencing key product and business decisions.

Jan 2018 - Aug 2021

Google / Interaction Designer / Mountain View, CA

Led end-to-end design across Google Ads, Google Shopping, and Chrome. Redesigned and launched Google Ads Smart Campaigns to simplify ad creation and management for small businesses, shipped a new Google Shopping homepage centered on product discovery and personalized price tracking, and created Gen Z-focused browsing experiences in 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.