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 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.