DONNA LI

Product Designer + Engineer

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Experience

UBC StartUps
Web Developer
Sep 2026 - Present

Translating Figma designs into a modular, responsive component library for the production rebuild of ubcstartups.com in React and TypeScript, reviewing teammates' code and documenting implementation decisions.

UBC Launch Pad
Software Engineer
Sep 2026 - Present

Building the backend for a research matching platform that pairs UBC students with **75+** faculty labs, designing REST endpoints that serve lab, profile and match data to the React client.

Mega Marketing Global Ltd.
Product Designer
May 2024 - Aug 2024

Designed e-commerce layouts and brand assets for **3+** retail clients in Photoshop and Illustrator, contributing to a **15%** increase in website traffic within 3 months. Built pitch materials in Figma for **50+** attendee product showcases.

Girls in STEAM
Graphic Designer
Jan 2024 - Sep 2024

Built Figma templates and asset libraries so the team could quickly produce event promotions. Improved visual hierarchy across web and social content for **197+** users and raised engagement by **20%** using Instagram metrics.

Hong Hai Group Ltd.
Design Engineer Intern
May 2023 - Aug 2023

Created and scaled a production Figma design system for battery data analytics. Designed and shipped a client-facing dashboard in React and D3 that surfaced actionable alerts, reducing battery incident rates by **30%**.

Projects

Lift
Product Design Lead
Jan 2026 - Present

People stop logging workouts when it means digging through menus. Designed every screen around one check-in so a workout is logged in a **single tap**, iterating through **4 prototype versions** and **15+** reusable Figma components, then built it in SwiftUI.

Sudo
Product Designer · 1st Place
Nov 2025 - Dec 2025

VC analysts spend their days organizing deals instead of evaluating them. Mapped an associate's day to **3 root causes**, cut **8 ideas to 4 features**, and designed an inbox that updates deals on its own, a relationship graph for warm intros, and one scoring rubric, winning **1st place** in 48 hours.

Spartacus
Product Designer
Feb 2024 - Mar 2024

A 50-year-old bookstore's site hid its events and gave readers no way to browse. Ran interviews and a usability study with **8 students**, then redesigned the site mobile-first around events and topic-based browsing, raising usability scores by **167%**. Prototyped **20+** responsive components in Figma.

Education

University of British Columbia

B.Com, Combined Major in Business & Computer Science
Expected May 2028

Skills

Design & Prototyping	Figma, Design Systems, Prototyping, Rive, Spline, Adobe CC
User Research	Usability Testing, User Interviews, Heuristic Evaluation
Development	React, TypeScript, Next.js, SwiftUI, HTML/CSS, Git, Claude Code
Collaboration & Data	Jira, Miro, FigJam, Tableau, D3.js