

LINUXUAN (LEON) LI

Product Designer | UI/UX Designer

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EDUCATION

Georgia Institute of Technology, *B.S. in Computational Media*

Expected Dec 2026

GPA: 3.77 | Dean's List

Google UX Design Professional Certificate, Google/Coursera

Jul 2026

EXPERIENCE

Product Design Intern, JSD Space | Jun 2026 – Aug 2026

Automotive e-commerce business with a 170+ product catalog and 3,000+ orders from Aug 2025 to Aug 2026

- Redesigned vehicle selection for an automotive e-commerce storefront, consolidating four disconnected entry points into one persistent Year, Make, and Model flow across desktop and mobile.
- Designed the responsive storefront in Figma and implemented the experience in Shopify. In the 30 days after launch, conversion rate reached **1.32%**, **up 125%** from the preceding period while sessions decreased 40%.
- Analyzed 17 customer support conversations, synthesized recurring fitment, installation, and product discovery needs, and translated findings into requirements for an AI shopping assistant.
- Designed the assistant's interaction model around vehicle context, product selection, comparison, and reliability guardrails, then shipped it using Shopify data, the OpenAI API, and Vercel.

Co-Lead and Lead Designer, Georgia Tech VGDev | Aug 2024 – Mar 2025

- Co-led Shiftscape, a 2D puzzle game, owning game design and art direction while sharing production and milestone planning across a student team with about 70 initial participants and a 10-person core team.
- Identified a structural puzzle constraint behind recurring player behavior during playtesting, then introduced new mechanics and restructured progression around it.
- Conducted three dedicated playtests and a WreckCon 2025 showcase with about 50 players, using observed behavior and survey feedback to refine onboarding, mechanics, and difficulty; players rated the experience **8.3/10 overall**.

Research Intern, Temple University HCI Lab | Jul 2022 – Sep 2023

- Coauthored a peer-reviewed ICER 2023 publication on using LLMs to identify programming concepts in code snippets.
- Achieved 7+ citations and 160+ downloads on the publication, contributing to CS education research.

PROJECTS

UI/UX Designer and Producer, Window Pains | Jan 2026 – Apr 2026

- Defined the player-facing UX for a multiplayer co-op game across hosting, invitations, readiness, loading, gameplay, failure, and win states, accounting for how transitions behave across players.
- Designed high-fidelity interfaces in Figma and implemented lobby, readiness, gameplay HUD, failure, and win-state UI in Unity, coordinating with programmers on networking-dependent interactions.

UI/UX Designer, Japanese Restaurant Ordering Experience | May 2026 – Jun 2026

- Conducted four user interviews for a responsive restaurant ordering experience and translated recurring needs into a persona, user journey, and design requirements around pricing clarity, promotions, ordering complexity, and delivery status.
- Developed wireframes and high-fidelity prototypes in Figma, then conducted a usability session and revised product detail and order tracking interactions based on observed issues.

SKILLS

- Design:** Product Design, UX Design, UI Design, Interaction Design, Visual Design, User Research, Usability Testing, Wireframing, Prototyping, User Flows, Responsive Design, Figma
- Product and Implementation:** Shopify, Unity, OpenAI API, Vercel, Codex, Claude Code
- Programming:** C#, Python, C++, Java, C