

.ll JT (Jingtian) Li

UX leader with 10+ years in enterprise and AI/ML platforms, driving system-level design strategies that boost productivity and scale globally.

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EXPERIENCE

Google | Mountain View, CA — Senior Interaction Designer

JUL. 2022 - PRESENT

- UX lead for Google Ads Experiments & Incrementality and AI-powered campaign transparency, top Ads initiatives driving advertiser trust and adoption of AI campaigns at global scale.
- Directed a cross-disciplinary team (2 UX Designers, 2 Content Designers, 1 UX PgM) to reshape the end-to-end Experiments Platform, enabling advertisers to evaluate AI features and improve campaign performance.
- Led design strategy for the 2024 YouTube Upsell project (top Ads OKR), delivering automated, data-driven sales narratives that helped shift TV budgets to digital and empowered global sellers.

Meta (Facebook) | Menlo Park, CA — Senior Product Designer

OCT. 2020 - JUL. 2022

- Defined product vision and UX strategy for Facebook's AI/ML platform, enabling ML engineers to efficiently build, train, and manage models.
- Launched multiple platform experiences that significantly increased ML engineers' productivity, reducing friction in model training, development and deployment.
- Acted as design lead across user research, product, and engineering, shaping platform roadmap and establishing design patterns and guidelines for long-term scalability.

C3.ai | Redwood City, CA — Senior Product Designer

APR. 2019 - OCT. 2020

- Owned end-to-end design for enterprise AI applications and ML developer tools, from workshops and research to journey mapping, UX, and polished UI.
- Mentored junior designers and contributed to hiring, raising design maturity and building a stronger product design practice.
- Partnered with PMs and engineers to deliver AI-powered solutions that improved enterprise decision-making across industries such as energy, finance, and manufacturing.

SKILLS

DESIGN

Sketching | Storyboarding |
User Research | Personas |
Information Architecture
Prototyping | Usability Testing |
Workshop

SOFTWARE

Figma | Sketch | InVision |
Photoshop | Illustrator InDesign
| Solidworks | 3ds Max |
Arduino | Processing

PROGRAMMING

HTML5 | CSS3 | JavaScript

LANGUAGES

English, Chinese (Mandarin)

SAP | Palo Alto, CA & Germany — *UX Designer*

JUL. 2015 - APR. 2019

- Designed enterprise-scale solutions by conducting user research and facilitating design thinking workshops with stakeholders and global customers.
- Translated complex business processes into end-to-end UX workflows, ensuring usability and adoption across diverse enterprise contexts.
- Core designer for SAP's "Build for Customer Life" portal, a strategic 2018 initiative that transformed the digital experience for all SAP Cloud customers worldwide.

EDUCATION

Georgia Institute of Technology | Atlanta, GA

AUG. 2013 - MAY 2015

Master's Degree in Industrial Design

Beijing University of Posts and Telecommunications (BUPT) | Beijing, China

SEP. 2009 - JUN. 2013

Bachelor of Engineering in Industrial Design