

# Vicky (Weizhi) Li

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## PROFESSIONAL SUMMARY

Product Designer with 10+ years of experience designing enterprise software, AI-assisted workflows, and decision intelligence platforms. Specialized in complex enterprise UX, cross-functional collaboration, and scalable AI-native product experiences.

## PROFESSIONAL EXPERIENCE

### User Experience Designer — SAS | 2021 – Present

- Lead UX design initiatives for SAS Intelligent Decisioning, an enterprise decision intelligence platform supporting complex business rule authoring and workflow automation.
- Designed AI-assisted and agentic UX experiences for SAS Viya Copilot, including natural-language rule creation, contextual guidance, and explainable decision flows.
- Collaborated cross-functionally with product managers, engineers, and Microsoft Fabric teams to improve enterprise workflow usability and platform scalability.
- Redesigned complex enterprise interfaces including schema management, decision flow authoring, publishing workflows, and testing experiences for enterprise users.
- Facilitated design workshops, stakeholder reviews, and iterative prototyping to align product strategy with user needs across global teams.

### Mobile UI/UX Designer — IQVIA | 2020 – 2021

- Designed mobile healthcare and clinical research application experiences for enterprise and patient-facing platforms.
- Collaborated with developers and stakeholders to deliver scalable mobile UX solutions aligned with business requirements.

### UI/UX Designer (Consultant at Cisco) — Intelligaia | 2017 – 2019

- Designed enterprise analytics and entitlement management experiences for Cisco internal platforms.
- Translated complex enterprise data and workflows into intuitive, user-centered interfaces.

### UX Designer — 8sian Media Corporation | 2014 – 2017

- Designed multi-platform digital media experiences across web, mobile, and connected devices.
- Contributed to platform growth supporting significant audience expansion across streaming channels.

## SKILLS

**Product Design:** Enterprise UX, AI-assisted UX, Interaction Design, Design Systems, Information Architecture, Prototyping, User Flows

**Tools:** Figma, Sketch, Adobe Creative Suite, Claude Code, Cursor, OpenAI, HTML/CSS/JavaScript

## EDUCATION

**M.S., Media Arts & Science** — Indiana University Indianapolis

**B.S., Digital Communication** — University of Shanghai for Science and Technology