



PHYLISSA LI

Product Designer & Artist
hello@phylissa.com

www.phylissa.com

EXPERIENCE

Principal Product Designer, Roblox 2018

Currently leading the design system strategy, impacting product brand, and coaching and growing our burgeoning design department.

Visual Designer — Lead Product Designer, IMVU 2011-2018

Led the rebranding and the UX/UI work for web, mobile web, iOS and Android platforms, collaborating closely with Engineering and key stakeholders end-to-end of the project's lifecycle. Special diligence was paid to holistic consistency and branding continuity, with analytics, consumer, and research feedback honing my designs.

Expanded the product into iOS and Android platforms, impacting company metrics fivefold in a two year span. Developed design processes and oversaw dramatic improvement in quality and efficiency.

Graphic Designer, UC Davis Campus Unions 2007-2010

Designed key marketing materials for high-profile University clients in various multimedia. Coordinated closely with Marketing and clients, developing and executing marketing and creative strategies within tight monthly/quarterly deadlines.

Founder & Creative Director, The Strange Sleep 2015

EDUCATION

B.A. double major in Design and English
University of California, Davis
June 2010

NOTABLE CLIENTS

Kim Kardashian's *Kimoji*, monobomb records, Sighthound, Inc., Sawhorse Productions, Stanford Linear Acceleration Center

PUBLISHED

- | | |
|------|---|
| 2019 | Visuals and album artwork for Striplicker |
| 2017 | Work shown in MAGFest |
| 2016 | Work featured in <i>People</i> , <i>Refinery29</i> , <i>Buzzfeed</i> , and <i>GQ</i> |
| 2016 | Visuals for Kim Kardashian's <i>Kimoji</i> , which reached #1 Paid App in Google & Apple App Stores |
| 2014 | Patented design for improving messaging clarity and expression (US20140181229 A1) |
| 2013 | Visuals and album artwork for crashfaster |

TECHNICAL CHOPS

Adobe Creative Suite CC
Sketch, Figma
Principle, Flinto, Framer
HTML & CSS