

Ashley Li

Product Designer · San Francisco · Open to roles

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Experience

Google · Product Designer

Jan 2025 — present

AI Foundations / Data Intelligence

- Data Story — AI-agent tool for composing, sharing, and storing data narratives directly from the dashboards they're built on. ~3,000–6,000 users.
- On loan to Google DeepMind, H2 2025 (6 months) — Gemini Data Studio. Designed preset filters for saved configurations, and tree-view + tracing-detail view for debugging agent and LLM conversations.
- Dynamic Field Picker / Dashboard Widget (Apr – Jun 2025) — Lead Designer. Configurable metric parameters let end users self-serve switching metrics within a chart. 300+ dashboards activated in 2 months, 50%+ efficiency gain for analysts.
- Sample Seeker (Jun – Dec 2025) — Lead Designer on a 3-tool AI training-data observability initiative. Launched in partnership with Google DeepMind; reduced spam false positives and improved training data quality.
- Prompt Widget — dashboard-level AI summary that synthesizes insights across every chart in view.
- Personal Tab — fork-and-explore pattern for a shared dashboard product, unblocking individual exploration without disrupting collaborators.

Google · UX Designer

Nov 2023 — Jan 2025

Sales Mastery

My first full-time design role — the move into product design from an analytics background, built on ~18 months of 20% design work across teams (below).

- Coach-matching booking flow connecting sales users with internal mentors.
- Content-authoring flow for program admins to structure curricula and program details.

Earlier in analytics

2017 — 2023

Google Ads · Analytical Lead · Google Cloud · Business Intelligence Engineer / Associate · Analytics contractor, various roles

Six years building data tooling and reporting for enterprise teams. The technical fluency and the empathy for engineering users shape how I design now — especially for AI products, where the user often is the technical user.

20% & short-term projects

Across teams at Google

Goodwill.org redesign · Google.org
Redesigned the nonprofit's public website.

Ads Measurement Data Platform · Google Ads
Redesigned the internal tool for ads measurement data.

Looker Studio · Google Cloud
Product design on Google's BI and dashboarding tool.

Education

Duke University — MA, Business & Management	2016 — 2017
Tsinghua University — BA, Literature & Sociology	2012 — 2016

Tools

- Design — Figma
- Builds with — Claude Code (Next.js, React, TypeScript, Tailwind)
- AI — Anthropic SDK