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PHYLISSA LI

Award-winning Multidisciplinary Designer
hello@phylissa.com

www.phylissa.com

EXPERIENCE

*Principal Product Design Architect,
Roblox 2018-2023*

Established foundational contributions spanning design systems, branding, social identity, digital communication, and creation tools to create a thriving platform for 75M+ daily active users.

Pioneered award-winning virtual experiences through immersive storytelling and innovative creative direction, including one that captivated over 33 million visits in a week.

Lead Product Designer, IMVU 2011-2018

Expanded the product into iOS and Android platforms, impacting company metrics (increasing MAU from 1 million to 5 million in less than 2 years).

Led the rebranding and creation of the design system for web, iOS, and Android, while heavily defining the overall UX and IA for these platforms.

EDUCATION

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

PAST COLLABORATIONS

Gucci, Kim Kardashian, Lil Nas X, Alo Yoga,
Twenty One Pilots, Royal Blood,
British Fashion Council

AWARDS & PATENTS

Webby Award Winner & Honoree

Webby Award Winner Nominated

MTV VMA Nominated

Patent: Design for improving messaging clarity and expression
(US20140181229 A1)

TECHNICAL CHOPS

Adobe Creative Suite CC
Figma
HTML & CSS