


Henry Li

Senior Product Designer & Product Strategist

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Experience

Highline Beta Inc. • Senior Product Designer/Product Strategist

Sep 2023 - Present

- Lead end-to-end product design for 0→1 ventures, from discovery and prototyping to launch and iteration.
- Partner with founders and engineers to define product strategy, roadmap, and success metrics.
- Design production-ready user experiences and support implementation through release.
- Run validation cycles (prototypes, in-market experiments, iteration) to move products toward product-market fit.
- Act as design lead across cross-functional teams and support junior designers through critique and coaching.

Highline Beta Inc. • Product Designer/Product Strategist

Sep 2020 - Sep 2023

- Translated early venture ideas into testable concepts, flows, and interactive prototypes.
- Conducted user research, market analysis, and in-market experiments to validate business hypotheses.
- Built coded prototypes to quickly gather behavioral and revenue signals.
- Collaborated with venture teams to align UX with business viability and technical feasibility.

Microsoft (Redmond HQ) • Product Design Intern

Jun 2019 - Aug 2019

- Designed four new intelligence-driven features for Word Mobile based on interviews and telemetry insights.
- Conducted 45+ user interviews and usability tests to improve mobile writing workflows.
- Redesigned lightweight experiences that reduced friction and improved task completion on mobile.

Microsoft (Vancouver) • UX Design Intern

Jan 2018 - Apr 2018

- Led the full UX process for new Minecraft features, from research through final design.
- Ran structured usability testing and synthesized findings into clear product recommendations.
- Helped ship six inclusive features used by millions of players worldwide.

Intro

Senior Product Designer and Product Strategist based in Toronto. I lead 0→1 product design for new ventures—from discovery and research to launch and iteration—helping teams validate ideas, de-risk investments, and ship products that work in the real world.

Companies I've designed for



Education

Sheridan College • Honours Bachelor of Interaction Design

- Specialized in data-driven design, UX research, prototyping, and visualization.
- Completed projects spanning full-stack development, motion design, and interaction design.