SIMAN LI

Design Engineer · Front End Developer · Creative Technologist
Educator · Media Artist

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I am an award-winning Creative Developer with 7+ years of experience building digital experiences for Zendaya, Björk, Rick Rubin and Squarespace, an educator at NYU, and a multidisciplinary media artist working across technology, art and storytelling.

AWARDS

Webby People's Voice Winner
Squarespace: Jeff Koons 2025

Webby Awards Nominee
Squarespace: Rick Rubin 2024

Awwwards Site of the Day
Squarespace: The Singularity 2023

ADC Silver
Squarespace: The Singularity 2023

One Show Gold
Squarespace: The Singularity 2023

ADC Gold Cube
Squarespace: Björk 2023

Awwwards Honorable Mention
Squarespace: Browser History 2022

Innovation, UI, UX Awards
CSS Design Awards 2022

Editor's Choice
Maker Faire NY 2017

EDUCATION

M.P.S. Interactive Telecommunications
New York University 2018

B.Eng. Industrial Design
Donghua University 2016

Visiting Student Program
Columbia University 2015

SELECTED WORK EXPERIENCE

Creative Developer · Squarespace
New York, NY · Jun 2021 — Nov 2026

Led creative development as the sole Creative Developer on Squarespace's Brand team, transforming ambitious design concepts into award-winning digital experiences through front-end engineering, creative coding, and interactive animation.

Built interactive experiences using React, TypeScript, JavaScript, and CSS for collaborations with Zendaya, Björk, Rick Rubin, Jeff Koons, and Magnum Photos, as well as Emma Stone and Adam Driver Super Bowl campaigns sites.

Contributed to award-winning projects recognized by the Webby Awards, Awwwards, ADC, The One Show, and CSS Design Awards.

Adjunct Art Professor · New York University
New York, NY · Jan 2023 – Present

Independently developed the syllabus and taught a 14-week, 4-credit graduate course in the Interactive Telecommunications Program (ITP), covering computer-aided design, 3D modeling, storytelling, and digital fabrication.

Adjunct Professor · University of the Arts
Philadelphia, PA · 2020 – 2022

Independently developed the syllabus and taught a graduate-level course in physical computing for Industrial Design students, introducing microcontrollers, Internet of Things (IoT) technologies, hardware sensors, and interactive prototyping.

Interaction Designer & Creative Coder · IDEO
New York, NY · Jul 2018 – Jan 2019

Developed interactive concepts and functional prototypes using JavaScript, HTML, 3D modeling, Unity, physical computing, and IoT technologies for projects involving American Express, Union Square, and 7-Eleven.

Interaction Design Intern · IBM Studio Shanghai
Shanghai, China · Apr 2016 – Aug 2016

Supported UX research, usability testing, data visualization, and the redesign of internal document management tools.

UX Design Intern · Musical.ly Inc
Shanghai, China · Feb 2016 – Apr 2016

Contributed to the design and development of core user experiences for future versions of the app, from early concepts to interface design and refinement.

HONORS & SCHOLARSHIPS

Red Burns Scholarship
New York University 2016–2018

Tisch Graduate Scholarship
New York University 2016–2018

SELECTED EXHIBITIONS

2026 — Poem on Hand — Su Dongpo Park, Chengmai, Hainan, China
2020 — So Fun Garden — Shanghai, China
2020 — NV: Other Half of the Sky — Kwai Gallery, Oakland, CA
2019 — bitLoom — CURRENTS New Media Festival, Santa Fe, NM
2019 — Fortune on Hand — Processing Foundation Day, Shanghai, China
2018 — Fortune on Hand — CSPACE, Beijing, China
2018 — Drifter — Made in NY Media Center, New York, NY
2018 — Windloom — Whitebox Gallery, New York, NY
2017 — Fortune on Hand — Jiangsu Television, Nanjing, China
2017 — Windloom — NIME, Littlefield, New York, NY
2017 — Drifter — IAC Big Screens Show, New York, NY
2017 — Windloom — ITP Winter Show, New York, NY
2017 — Fortune on Hand — Maker Faire New York, New York, NY

SELECTED PRESS

2021 — New Methods of Interaction: Siman Li's Art World — ArtsMarvel
2020 — Art Show "NV: Other Half of the Sky" Exposes the Human Dimension of Bay Area Tech Culture — RADII China
2019 — Female Artist Uses Loom to Weave the Music of Nostalgia — Radio Magazine
2019 — Artist Uses Loom to Weave the Music of Nostalgia — DFRobot
2018 — Wu Sheng and Li Dan with 13 Artists Made One Exhibition to Mock the Business Industry — Xuehua.us
2018 — Li Dan's "Trap" — Sohu Culture
2018 — Weave the Music of Nostalgia and Childhood — Hebei Education
2018 — This Machine Will Tell Your Fortune by Coding — SinoVision
2017 — Siman Li's New Fortune Telling Machine — The Creators Project, VICE
2017 — Tell the Fortune in a Scientific Way — DFRobot
2017 — Jiangsu Television Feature — Jiangsu Television, Nanjing