

# Jia Li Product Designer

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Results-driven Product Designer with 4+ years of hands-on experience and over 10 years of experience in the design industry, plus 3 years in management. I'm passionate about bridging design and business, driving product innovation and growth from concept to market. My expertise spans both B2B and B2C markets, with a focus on designing intuitive and user-centric products for web and mobile.

## Experience

### Product Designer | Volunteer Healthcare Clinic (VHC)

July 2023 - Present, Austin, TX

- Lead the growth and product team to deliver several key product experiences, including website redesign, online donation platform, "Amplify Austin Day" campaign, design system and so on.
- **VHC Website Redesign:** Led the redesign of VHC website from user research, MVP, and information architecture to low-fidelity wire frames, high-fidelity prototypes, and animations. Collaborated closely with executive, PM, engineers, and content team to test and ship end-to-end products. Achieved doubled page views in the first month of launch.
- **Donation Platform:** Developed strategies to increase business value and enhance donor engagement through innovative competitive advantages and growth strategies. Conducted digital donation experiment during "Amplify Austin Day" campaign using competitive research and analysis, UX roadmaps, and agile story mapping with responsive designs. Achieved 5% conversion rate and increased donation amounts by 50% and donor numbers by 30%.
- **Design System:** Built a comprehensive design system encompassing color themes, typography, and reusable components to elevate design best practices. Created vibrant and creative illustrations for VHC's re-branding.

### Product Designer | Upwork

December 2020 - Present, Remote

- Contracted design work involves creating intuitive and visually engaging apps, websites, and dashboards for SaaS, E-commerce and EdTech.

### Product Designer/Project Manager | TELA

July 2017 - February 2023, Austin, TX

- **B2C Marketing Website Design:** Conducted a thorough audit of the current product and implemented design solutions that addressed user needs and business challenges using user research, story boarding, user journeys, information architecture, prototyping, and user testing, resulting in a 40% increase in website traffic.
- Led design thinking and partnered with cross-functional teams to ship 10+ award-winning projects. Managed a design team of five, prioritizing tasks & resources and delegating responsibilities to ensure deadlines and budget constraints were met effectively.
- Mentored junior staff and organized new employee training.

### Designer | Verde Design/ SWA Group/ Surface 678

June 2012 - June 2017, Various locations, CA & NC

- Conducted research and ideation to generate detailed design solutions. Leveraged data visualization and strong visual representation skills to present design concepts.

## Education

### Business Strategy

**Specialization** | University of Virginia 2023

### UX Design Professional Certificate | Google 2023

### Design Thinking | LinkedIn 2022

**MLA** | Louisiana State University College of Art & Design 2010-2012

**Bachelor of Engineering** | Tongji University 2006-2010

## Skills

Product Strategy and Growth • Design Thinking • Creative Problem Solving • Cross-Functional Leadership • User-Centric Design • Visual Design • Prototyping • Wire framing • User Research • Design System • Information Architecture • Journey Mapping • Usability Testing • Story boarding • Data Visualization • Responsive Design

## Technical

Figma • Adobe Creative Suite • Google Workspace • Microsoft Office Suite

## Languages

English, Mandarin Chinese