

JiaJhen (Bee) Li

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Based in [Tokyo](#)

A digital product designer with 10 years in technology, society, culture, and human-centred problem-solving, leading teams to craft user experiences that drive growth and customer satisfaction.

Experience

Design Lead — Cybozu (Enterprise, HR/IT Management, SaaS)

Tokyo | Sep 2023 - Present

- Designed B2B platform and applications that are focused on the IAM field.
- Led UX/UI design for an internal communication app, delivering **30+** high-quality features, **952+** unique users and integrating **30+** internal Cybozu events successfully from Dec 2023.
- Craft design system for new product lines, achieving scalability and accessibility compliance.

Design Lead/Manager — Startbahn (NFT Management, B2B)

Tokyo | Jun 2021 - Jun 2023

- Led **5+** profitable features and strategic design implementation of an NFT certificate management tool for digital/physical creators and collectors, resulting in a **26%** increase in user satisfaction.
- Led **3** designers to deliver cross-functional, goal-driven design solutions.

Senior Product Designer — Infostellar (SpaceTech, Enterprise)

Tokyo | Jan 2019 - May 2021

- Redesigned management consoles of space missions for ground station search and pass management, resulting in a **14.2%** increase in space mission reservations.
- Led UX research and workshops to address usability issues and customer feedback, from ideation to **MVP (0 to 1)**.
- Redesigned the corporate website via branding strategy, resulting in a **250%** increase in page views and **45%** of sales inquiries.

UI/UX Designer — Roam & Wander (CX, E-Commerce, Agency)

Taipei/New York | Aug 2016 – Aug 2018

- Led **10+** end-to-end iOS and Android app projects, driving innovation via user testing, UX-first approach, and prototyping.
- Worked closely with founders to shape product strategy, leveraging insights from user research to business goals.

Product Designer — iCook (FoodTech, E-Commerce, SaaS)

Taipei | Apr 2013 - Jul 2016

- Designed a web platform & apps for **110,000+** user-created recipes and active **1.2+M** users via **5** successful business figures.
- Created a TV app on cooking experience from **0 to 1**, and awarded **The Best TV App of 2016** by Apple.

Explore more experiences on [LinkedIn](#)

Skill

0 to 1 Product Development
Design Team Leadership
Low-to-High Fidelity Mockup
Data-Driven Decision-Making
Design Thinking and Facilitation
Consumer Journey Mapping
Optimising User Engagement
Competitive Analysis
User Interview & Survey Design
Prototyping & Visual Design

Tool

Figma, FigJam, Design System,
Adobe Creative Suite, Notion,
ProtoPie, Google Workspace,
Keynote, iOS App Design,
Android App Design,
Responsive /Adaptive Web
Design, HTML/SCSS, Git, WCAG

Achievement

2025

ADPList | Top Rated Mentor

2022

Infostellar |

Webdesign Inspiration

2016

iCook | Best Apple tvOS

Education

Bachelor of Fine Arts

2007 – 2011

Kung Shan University

Dept. of Arts and Crafts

2004 – 2007

Fu Hsin Trade & Arts School

Language

Mandarin | Native

English | Fluent