JiaJhen (Bee) Li

Over 9 years of hands-on digital product design experience

A product and communication designer specialising in technology, society, and human-centred problem-solving. I lead design teams and excel at creating captivating user experiences that boost revenue growth and customer satisfaction.

https://jiajhen.li

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- Based in Tokyo, Japan

Experience

Design Lead · Startbahn, Inc.

[Tokyo] Jun 2021 - Jun 2023

- Lead **5+ core features** and strategical design implementation of NFT certificates management tool for digital/physical creators and collectors; it lead to a **26% increase in user satisfaction.**
- Lead of a **team of 3 designers** to collaborate with cross-functional teams to **understand business goals** and objectives and **translate them into design solutions.**

Senior Product Designer · Infostellar, Inc.

[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, and collaborated with stakeholders to address usability issues and customer feedback from **ideation to MVP.**
- Created a **complete design system** and **branding strategy** from the ground up, enabling the Dev team to seamlessly connect UI design with implementation and production delivery.

UI/UX Designer · Roam & Wander, Inc.

[Taipei/New York] Aug 2016 — Aug 2018

- Led **10+ end-to-end (iOS/Android) Apps/MVPs** by running innovative solutions, user testing, UX approach, and rapidly tested prototypes.
- Worked and evaluated user research in cross-collaboration with clients, PMs and engineers to create user flows, wireframes, hi-fidelity mockups and visual design to meet user needs and customers' business values.

Product Designer · iCook 愛料裡

[Taipei] Apr 2013 - Jul 2016

- Designed overall cooking life cycles across the iCook web platform & web app for **110,000+ user-created recipes** & active **1.2+M users** via **5 successful business figures.**
- Focused and created a TV app on cooking experience from MVP to production, awarded **The Best TV App of 2016 by Apple.**
- Established a design language as well as a detailed brand identity that created a consistent user experience across devices, apps, commercial materials.

Skills & Expertise

- Leadership and team management
- Design system creation & management
- User interview and survey design
- Data-informed design decision-making
- Design workshop/ideation facilitation
- Consumer journey mapping & persona analysis; optimizing user engagement
- Competitive analysis; identify opportunities for differentiation
- Mockup, prototyping and visual design

Superpower

Product Thinking
UI Design
WCAG Ratio Expert
Low-to-High Fidelity Design
Prototyping
Visual Design

Tools

Figma
Adobe Creative Suite
Notion
ProtoPie
Keynote
iOS App Design
Android App Design
Responsive/Adaptive Web Design
HTML/SCSS

Education

2007 – 2011
Bachelor of Fine Arts
Kung Shan University

2004 – 2007
Dept. of Arts and Crafts
FuHsin Trade & Arts School

Language

Mandarin Chinese - Native

English - Professional Working Proficiency

Awards

2022 - Infostellar
Webdesign Inspiration

2016 - iCook
Best Apple tvOS