

Jia-Jhen (Bee) Li

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📍 Tokyo (Open for relocation)

Skill Set

Main craft

Product thinking
UI design
Visual Design
Prototyping

Superpower

WCAG ratio nitpick
Git on command line
Knowledge of HTML / SCSS

Tools

Sketch + Figma
Adobe Creative Suite
Keynote
Flow
Protopie
Miro
Human Interface guidelines
Material Design
G suite

Education

Bachelor of Fine Arts in visual communication design

Kung Shan University
2007 - 2011 · 4 years

Dept. of Arts and Crafts

Fu-Hsin Trade & Arts School
2004 - 2007 · 3 years

Languages

English
Taiwanese

As a seasoned designer with 10 years of experience, I am curiously passionate about integrating a problem-solving approach to adapt human behaviour in everyday designs. With an aesthetic education in visual communication and programming art. I love to develop the design and developments on various landing pages and CMS platforms, some works exposed me to learning code engineering & driving the data metrics.

Experience

Head of Design

Startbahn | Jun 2021 - now

- Leading various blockchain projects such as digital certificate management, contracts issuing management system, and the core SaaS product; facilitating end-to-end product lifecycles.
- Being one of the key presenters in executive meetings, owning and communicating design visions and decisions of the company, and introducing design tools to help the team work better and fast, supporting the team's culture, growth among other departments.

Senior Product Designer

Infostellar | Jan 2019 - May 2021

- Lead the B2B product and planned telemetry metrics for both front-end and web platform that ground station and satellite organisation to conduct space missions, such as ground station searching tool and CMS dashboard console redesign.
- Facilitated workshops and interviews as well as user searches across disciplinary teams for exploring the issues & ideating the product solution from 0 to 1.
- Built and implemented the Design System for products that the engineering team can bridge the gap between design, and also enhanced the digital experience successfully.
- Restructured the corporate brand identity, logo system and led design creations that meet marketing needs, enhancing the company brand identity and digital communication.

UI/UX Designer

Roam & Wander | Aug 2016 - Aug 2018

- Made strategic design methods and UX decisions that used the design thinking approach and rapidly tested prototype to improve usability and accessibility iteratively.
- Worked, gathered and evaluated user research in cross-collaboration with clients, PMs and engineers to create user flows, wireframes, mockups, detailed UI works and visual design to statically user needs with sprint cycles.
- Led and implemented innovative solutions that new/existing digital (iOS/Android Apps and websites) products centre around customer's business values.

Product Designer

iCook | Apr 2013 - Jul 2016

- Designed and implemented the web platform for 100 thousand user-created recipes and active 1.2+ million users providing recipes searching, sharing, editing experiences and other health-eat necessary solutions.
- Implemented on the revamp of web app for 5+ different figure web services iteratively (E-commerce, Video channel AD promotion and Content sharing) that increased more than 5x business revenue.
- Built the Design System that digital products have a consistent experience across devices, apps and branding, also established corporate branding, logo system, all the way to a variety of design creations that centred brand awareness and identity.

Honors & Awards

Best of 2016 Apple TV Apps · iCook App | Apr 2016 by Apple  **Best of 2016** 

Gold Award of 8th Macau Design · Bitnary | Oct 2011 by Macau Designers Association