

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

Traditional Chinese

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

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.

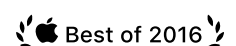
Visual Creative

KU GALLERY / Aide Graphic Advertising / GGDDG | Jul 2011 - Apr 2013

- Coordinated with 25+ clients/stakeholders within different departments to develop core themes, visual designs and illustration that drove brand brand identity, awareness and consideration.
- Brainstormed, conceptualized and ideated the innovative approach and delivered prints and digital assets including brochures, flyers, posters, banners, and booklets for exhibition, trades how & events.

Honors & Awards

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



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