Chen Li

Experience

Odyssey
UX Course Creator
Sep 2021 - Present

- Developed Advanced Prototyping, Design Systems, and Storytelling courses, which empowered 1000+ students and contributed to a community growth of 10,000+ members.
- Drove business growth and secured contract expansions by leading end-to-end design for diverse projects (e-commerce, fitness, travel, social app).

Slim.ai (Now Root.io)
Product Designer
Aug 2022 - Jun 2023

- Led the end-to-end design of Slim.ai's core feature, empowering engineers with 100% automated processes for more secure app deployments, and driving a 550% increase in user adoption.
- Drove product vision for first-time user experiences to maximize product value discovery and conversion, leveraging cross-functional workshops for alignment, achieving a 20% decrease in churn.
- Redefined design concepts on simplifying layer selection and instruction user flows, resulting in an 80% increase in task completion efficiency and a 95% reduction in error rates.

Cher
Product Designer
|Acting PM
May 2021 - Jun 2022

- Redefined product strategy on home ownerships, financial investment, and process management, and delivered significant gains:
  - 125% increase in overall user satisfaction
  - 100% online pre-qualification application completion
  - Landed investors interest by introducing an innovative con-buying concept and data-driven strategies for de-risking financial security
- Achieved a 500% increase in user engagement by leveraging data-driven approach to enhance users' motivation in home co-buying investment.

Nutritt
Product Designer
May 2021 - Aug 2022

- Delivered a personalized meal planning & ordering system and a nutritionist management tool (two 0-to-1 platforms built in 3 months) to foster nutrition-coached mindful eating, improving user wellness and operational efficiency.

Hunter Digital
UXUI Designer
Mar 2020 - Oct 2020

- Redesigned Sher-Del Transfer's website, boosting ROI by 50% and CTR by 80%, securing contract expansion and client satisfaction.

Accern
Data Analytics
Aug 2019 - Jan 2020

- Increased the output accuracy of an automatic data insights platform by 60% by leading usability testing on data models and product workflows.

Selected Projects

E-commerce
Cute Plush

- Crafted an immersive emotionally resonant shopping experience using playful visuals and storytelling, resulting in a complete inventory sell-out in 2 days.
- Mentored a team of 3 junior designers, providing a step-by-step guidance to define, develop, and launch a product (branding, marketing, UX/UI).

Education

New York University
Sep 2017 - May 2019
M.S. in Management & Systems

Skills

Design
Design Strategy, Product Roadmapping, Advanced Prototyping (Figma/Adobe XD, Photoshop, Illustrator)

Coding & Data
HTML, CSS, Python, SQL, R

Marketing
SEO, SEM, Google Ads, Google Data Studio

Leadership

Leadership
Secretary in NYU Graduate Student Council

Awards
HU Advanced Individual,
HU Second Prize Scholarship
HU Third Prize Scholarships