Chen Li   ⊙ Portfolio   in Linkedin   G Gmail

Experience

Odyssey
Senior Product Designer|
AI Design Consultant
Sep 2023 - Nov 2025

- Designed and deployed an end-to-end AI-native workflow, converting complex prompts into reusable, automated assets—ensuring 100% brand alignment and delivering hyper-personalized outputs for real estate agents.
- Developed predictive, guided, and contextual AI UX principles, accelerating design efficiency by 300% and achieving 100% trial-to-paid conversion intent among early adopters.
- Established AI interaction strategies for early-stage startups, translating insights into scalable frameworks that fueled Coach's business growth.

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

- Led the end-to-end design of Slim Agent, delivering a 100% automated DevSecOps workflow for secure app deployments that boosted user adoption by 550%.
- Developed agent-driven decision support systems for Slim Agent. Created visual, controllable workflows that increased task efficiency by 800% and achieved a 3.5x reduction in configuration errors.

Cher
Product Designer
|Acting PM
May 2021 - Jun 2022

- Redefined product strategy on home co-ownerships, group financial security, and collaborative workflows, and delivered significant gains:
  - Secured investor interest
  - 125% increase in click through rate
  - 100% online pre-qualification application completion
- Drove a 100% conversion rate across two distinct user groups within 3 months by designing a co-buying framework that built user trust.

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 Analyst | UX Researcher
Aug 2019 - Jan 2020

- Increased the output trust 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).

Nutritt
Product Designer

- Delivered a personalized meal planning platform and a nutritionist management tool (two 0-to-1 platforms built in 3 months) to foster nutrition-coached mindful eating by leveraging data visualization and gamification.

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
Vibe coding, AI Agent model, Machine learning, Python, SQL, R, HTML, CSS

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