

Cheng “Lily” Li

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Product Design Leader

Successfully translates business, product, and customer requirements into sophisticated and engaging user experiences

I have over a decade of experience designing delightful products through ideation, research, requirement gathering, wireframing, prototyping, and testing. My ability to work independently and collaboratively with cross-functional partners to deliver seamless user experience has led to many successful product launches. *Areas of expertise...*

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, InDesign; CSS, HTML

Other Relevant Skills: User Research, Product Strategy, Product Management, Agile Methodologies, Branding, Jira, Confluence, Web Content Accessibility Compliance (WCAG)

Languages: Fluent in English and Chinese

Professional Experience

Reco – Remote

Principal Product Designer, June 2023 to present

- Lead design at series-A startup, set product strategy with founders, Product, Sales, and Marketing

Abnormal Security – Remote and San Francisco, CA

Staff Product Designer, Jan 2023 to May 2023

- Led design of several new and core product lines, after company reorganization

Product Design Manager, June 2022 to Dec 2022

- Enabled and up-leveled the Product Design organization, streamlined cross-functional collaboration, established processes for scaling and growth, informed product directions, and hired new talents

Staff Product Designer, October 2021 to May 2022

- Led design of several core products areas; spearheaded the creation of a company experience vision; expanded design system; mentored team members
- Established internal and external user research programs for the Product and Design teams

Senior Product Designer, May to October 2021

- Designed and enhanced several machine-learning based cyber-security products that contributed to 100% customer satisfaction and doubling the number of new customers

FHLBank of San Francisco – San Francisco, CA

Lead User Experience Designer, January to April 2021

- Spearhead Bank-wide initiative to digitize authorization management system

Senior User Experience Designer, December 2018 to December 2020

continued...

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- Led design of features for a web portal with billion dollars of annual transactions. Addressed top user concerns, while reducing operational costs and improving efficiency of internal processes (saving approx. 1000 hours per year), through cross-departmental collaborations
- Led remote design and development teams in successfully rebranding public website and intranet
- Led end-to-end product design efforts by expanding and updating our design system, conducting research, gathering requirements, creating storyboards, wireframes, and interactive prototypes for stakeholders and development teams; used analytics to promote data informed decisions
- Designed and developed responsive event websites, spearheaded adaptation of accessibility guidelines

Design Lab – Remote

Mentor, May 2019 – August 2022

Mentored several aspiring designers in UX Research & Strategy and UX Interaction Design

EHE Health – Pleasanton, CA

Senior User Interface Designer, October 2016 to November 2018

Worked closely with program managers, analysts, engineers and other stakeholders; executed design stages from ideation, requirement documentation, to development and performance analysis. *Highlighted projects...*

- Created design system for new electronic medical record system
- Initiated and led the design of web and print projects. Worked collaboratively with cross-functional teams, effectively integrating design expertise inside an agile development environment

User Interface Designer, December 2013 to September 2016

Designed and developed interaction flows and wireframes while leading front-end development through establishing UI standards, creating HTML & CSS templates, and giving team workshops (e.g. Sass)

- Led redesign projects with focus on usability, brand identity, responsive design, and consistency
- Served as a liaison between technology team and stakeholders to determine user needs and establish requirements; guided remote team in developing native mobile app (iOS and Android)

Self-Employed – Castro Valley, CA

Freelance Illustrator and Design Consultant, January 2008 to Present

Designed and developed websites; created logos and graphics for various clients. *Highlighted projects...*

- Founded and launched fashion accessory boutique, UpbeatPals (2020 - present)
- Designed and developed websites for various clients, such as UC Berkeley and Stanford University
- Illustrated book content for Coloring Concept Inc. (2016) and scientific concepts that have been published in journals such as PNAS, PloS One (2008 – 2016)
- Visiting artist at American Museum of Natural History (2008)

+ Additional scientific research and teaching positions at Stanford University and UC Berkeley

Education

B.A., Integrative Biology, Cum Laude. **University of California, Berkeley**

Master Certification, with User Research & Interaction Design specialties, NN/g •

Advanced ScrumMaster (ASM) and Advanced Product Owner (APO), Scrum Alliance •

UX Design, Springboard • Certified HTML and CSS Developer, W3C