

Kailin Li

Product (UX/UI) Designer kailin-li.com

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Los Angeles, CA

PROFESSIONAL EXPERIENCE

Sep 2021 - Now

Product Designer

Phil Inc

- In charge of Phil patient experience side product design
- Redesigned and launched the entire patient experience
- Conducted data deep-dive with stakeholders and PMs to identify gaps in patient experience
- Designed and launched product roadmap features to lower patient call/NRx by 15%
- Led performance analysis to track design performance and to launch following iterations
- Launched and maintained the design system

Sep 2020 - Sep 2021

Product Designer

Microsoft Minecraft

- Redesigned the Minecraft e-commerce purchase experience
- Successfully transferred 80% users from Mojang studio to Microsoft account
- United the purchase experience and branding for all the Minecraft platforms

Sep 2020 - Sep 2021

Product Designer

Thrivity.com

- Worked as the only designer to design the website from scratch for Thrivity
- Conducted market and user research, information architecture, low-fidelity prototype and testing
- Define a visual design system and conducted a high-fidelity UI design prototype
- Handed prototype to engineers and helped launch the MVP on May 1st

Jun 2019 - Now

Freelance Product Designer

- Unicoo: Redesigned an e-commerce website for Unicoo to increase its sales and customer conversion rate
- Insider: Designed a mobile app for IOS that allows user to conduct an online mentorship session
- Dealmoon: Designed Reward Others feature and Lucky Draw feature to increase customer retention rate

MARKETING EXPERIENCE

Marketing Associate

Dealmoon.com | JUL 2018 - JUN 2019

In charge of Dealmoon customer reward center to increase the customer retention rate by 20%

Marketing Associate

Uber China | JUN 2015 - JUN 2016

Engaged in the launch of Electric Vehicle Project; Enrolled 1,500 EV drivers in the first month of launch.

Marketing Associate

Mercedes-Benz China | JUN 2014 - JUN 2015

Participated in the marketing work of car2go's localization and launch in China.

EDUCATION

MAY 2016 - MAY 2018

Master of Arts, Advertising

University of Texas at Austin

Graduate teacher's assistant; MBA

Coursework in consumer analytics

JUL 2011 - JUL 2015

Bachelor of Arts, Advertising

Communication University of China

Scholarship winner; National advertising

competition winner

APR 2020 - JUN 2020

User Experience Program

Udemy

100+ hours of online courses developing

UX/UI design skills

JAN 2019 - MAY 2019

Data Analyst with Python

DataCamp

200+ hours coursework and projects

about data analysis and Python

SKILLS

Product Design Strategy

User Interviews & Surveys

Contextual Inquiry

Storyboard & mock-ups

Empathy Mapping

User Journey Mapping

Persona Development

Information Architecture

Task & User Flows

Sketching & Drawing

Wireframing & Interaction Design

Visual & User Interface Design

Prototyping & Testing

TOOLS

Proficient in

Figma, Sketch, Adobe XD, InVision, Zeplin,

Keynote, Photoshop

Familiar with

Adobe Illustrator, Lightroom, Principle,

HTML/CSS