

JAMES CHENG LI

End-to-end product designer with 8+ years of experience creating user centered, scalable solutions for complex B2B enterprise products, holding a Masters of Science in Design.

RECENT EXPERIENCE

eMotion Studio, Senior UI/UX Designer

San Francisco Bay Area | Feb 2024 - Sep 2024

Led the end-to-end design and animation of Adobe Gen Studio's event kiosk UI.

- Achieved attendee engagement with an 82% experience completion rate.
- Aligned design initiatives with business objectives by collaborating closely with Adobe marketing leaders.
- Partnered with Adobe on concept design brainstorming workshops.

BILL, Senior Product Designer

San Francisco Bay Area | Oct 2022 - Feb 2024

Spearheaded the integration design of Divvy expense card features with banks.

- Delivered user-focused designs, driving a 17% increase in client sign-ups within a month post-launch.
- Established clear success metrics and fostered alignment among cross-functional stakeholders to meet critical business objectives.

Led the end-to-end design of the BILL Accountant Console task management interface to streamline task resolution.

- Introduced new feedback channel, boosting feedback by 20%, and achieved a 35% increase in task completion rates, enhancing user productivity.
- Partnered with product leaders to align design strategies with key business objectives, ensuring concentrated design outcomes.
- Developed a multi-phased design roadmap balancing user needs with technical constraints to accelerate design progress.

Yummly, Senior UI/UX Designer

San Francisco Bay Area | Jul 2020 - Oct 2022

Redesigned Yummly core mobile experience of homepage and recipe pages.

- Delivered a 15% increase in engagement and a 20% boost in retention.
- Conducted user interviews to define personas and collaborated with stakeholders to align designs with business goals and key metrics.

Led growth design initiatives to drive Yummly Smart Thermometer purchases.

- Achieved a 21% increase in Smart Thermometer purchases in a month.
- Partnered with the product manager to analyze data and identify high-impact opportunities to establish design roadmap for ad placements.

[View Full Experience](#)

CONTACT

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SKILLS

Product Strategy
Feature Prioritization
Version Roadmap
User Workshop
Information Architecture
Wireframe
User Flow
Prototype

SOFTWARE

Figma
Sketch
Origami
Principle
Photoshop
Illustrator
After Effect
HTML/CSS
Java Script

EDUCATION

University of Southern California

Jun 2021 - Dec 2022

M.S. Integrated Design,
Business and Technology

University of California, San Diego

Oct 2008 - Dec 2013

B.A. Economics