

# JAMES CHENG LI

End-to-end product designer with 8+ years of experience creating user centered, scalable solutions for complex B2B & B2C products, holding a Masters of Science in Design.

## RECENT EXPERIENCE

### eMotion Studio, Senior UI/UX Designer

San Francisco Bay Area | Feb 2024 - Present

Led the end-to-end design and animation for the interface of Adobe Gen Studio's event information kiosk for the global onsite events.

- Achieved a 82% task (scan QR code) completion rate with attendees.
- Collaborated with Adobe marketing leaders to brainstorm the Hexagon concept to align with the event theme.
- Led the full design cycle including: vision exploration, design ideation, engineering handoff, and device testing.

### BILL, Senior Product Designer

San Francisco Bay Area | Oct 2022 - Feb 2024

Led the end-to-end design of the new Accountant Console task management experience to streamline accountant task resolution, such as late payments.

- Achieved a 12% increase in task completion for Design Phase 1 and a 25% increase for Design Phase 2.
- Conducted user interviews to deep-dive accountant business needs and user pain points for feature articulation and layout.
- Implemented an iterative design approach to address impactful user pain points immediately due to resource constraints.

Spearheaded the integration design effort of Bill Expense Card to U.S. banks.

- Achieved a 17% additional client sign-ups within 2 months post-launch.
- Defined feature requirements working cross-functionally with bank PMs, core designers, and integration engineers.

### Yummyly, Senior UI/UX Designer

San Francisco Bay Area | Jul 2020 - Oct 2022

Launched a new Yummyly Health & Wellness Meal Planner Program from 0-1.

- Increased subscription sign-ups by 11%, and long-term value by 15%.
- Defined feature opportunities using data, market research, competitive analysis, and user interviews to identify user trends and pain points.
- Identified value proposition and feature roadmap to get executive buy-ins for resource allocation.

Redesigned Yummyly mobile experience including homepage and recipe pages.

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

[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