Bihan Li | Product & UX Designer

https://www.bihan.design/ | bihanlidesign@gmail.com | (201) 988-7964 | Queens, NY

Profile

Product Designer with 4+ years of experience designing customer-facing web and mobile products and enterprise software. I specialize in shaping product vision and building 0-to-1 systems, translating complex, multi-stakeholder business workflows into scalable, intuitive product experiences.

Education

Parsons School of Design, MFA, Design and Technology, August 2020 - May 2023

Tsinghua University, Exchange Program, HCI Design, August 2020 - June 2021

Xi'an University of Architecture and Technology, B.Eng., Landscape Architecture, September 2014 - July 2019

Professional Experience

Product Designer, Fly E-Bike, September 2023 - Present, New York

• **Designed and launched a direct-to-consumer E-Commerce website**, defining product taxonomy, content hierarchy, and checkout experience to support online sales and marketing campaigns.

• **Led the end-to-end product design of the Rental service journey across the customer mobile app and operations SaaS platform,** translating complex capabilities—including short-term rental, rent-to-own, ID verification (KYC), installment payments, inventory tracking, store-level order management, finance reconciliation, and e-signature workflows—into intuitive, production-ready designs. Digitized previously manual store, accounting, and management workflows to enable scalable operations and reduce customer onboarding time by 80%.

• **Led 30+ moderated usability tests throughout validation, pre-launch, and post-launch optimization phases of the mobile app,** synthesizing qualitative feedback and behavioral insights to identify friction points, refine edge cases, and increase task completion rates and operational accuracy.

• **Established and maintained a Figma-based design system** to support rapid iteration while ensuring visual and behavioral consistency.

• **Spearheaded a system-level rebrand, ensuring brand consistency** across digital products, retail environments, marketing materials, and multi-location store rollouts by authoring a comprehensive Brand Guideline Book and leading cross-functional design reviews.

• **Managed design budget, optimizing supplier partnerships** to significantly reduce production costs; decreased per-store interior build-out costs by 70% through modular design systems and standardized implementation frameworks.

Game UX Designer, Ottor Game, May 2021 - July 2022, Beijing

• **Produced 2D and 3D art assets,** including character design, environmental elements, and in-game visual components, ensuring stylistic coherence and production readiness for development.

• **Built interactive gameplay prototypes in Unity and conducted iterative user testing** to refine core mechanics and player experience; contributed to a polished, demo-ready build that supported fundraising efforts, helping secure RMB 1M in early-stage investment.

UX Design Intern, CityDNA, August 2020 - December 2020, Beijing

Redesigned the UI/UX across mobile and admin interfaces for two urban research tools, improving data collection efficiency and visualization clarity.

Spatial / Environmental Designer, Freelance, July 2019 - July 2020, Shanghai

Delivered end-to-end spatial design projects across residential and hospitality settings, translating brand concepts and client requirements into built environments through 3D modeling, signage systems, and on-site execution.

Core Skills

Product Design: UI/UX, User Research, Competitive Analysis, Low-to-High Fidelity Prototyping, Usability Testing, Design Systems, Brand Identity.

Design Leadership: Cross-Functional Team Collaboration and Communication, Stakeholder Management, Ambiguity Management, Leading Design Lifecycle.

Tools & Technical Skills: Figma, Wix Studio, Sketch, Adobe Creative Suite, Front-end Working Knowledge (HTML, CSS, JavaScript), AI tools and LLMs (ChatGPT, Claude, Figma Make), Unity, 3D Modeling (Rhino, Blender, Cinema 4D), Sound Design (ProTools), Motion Design (After Effects), Video Editing.

Awards & Exhibitions

2021 Apple Mobile Application Innovation Competition – First Prize (South China Division)

URS Interactive Public Art Installation Design Competition 2020: Global Top 30

2023 AMT Moving Image Festival

Roblox*Parsons Collab virtual fashion show