

Bihan Li | Product & UX Designer

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Profile

Product Designer with 4+ years of end-to-end experience across consumer and enterprise platforms. Operated as a sole designer for a 150+ person company, independently owning the full design process from discovery and research through polished, production-ready UI. Skilled at translating complex, multi-stakeholder workflows into intuitive experiences that drive measurable outcomes. Builds and maintains scalable design systems in Figma and uses AI tools to accelerate research, exploration, and prototyping without sacrificing craft. Comfortable with ambiguity and high ownership in fast-moving environments.

Professional Experience

Founding Product Designer, Fly E-Bike (E-mobility startup, publicly traded, 150+ employees), September 2023 - Present, New York

- **Own end-to-end design of a unified digital platform spanning a consumer mobile app and internal SaaS** — serving customers, store staff, operations, and finance within a single system.

Transformed fragmented manual workflows (rent-to-own, KYC identity verification, flex rental, installment payments, inventory, order management) into cohesive, intuitive product flows, reducing rental order processing time by 77-82% and quarterly finance workload by 87%.

- **Designed and launched a direct-to-consumer e-commerce website on Wix**, defining product taxonomy, content hierarchy, and checkout flows to enable online sales.

- **Produced diverse branded materials across digital and print channels** — including posters, social media visuals, packaging, in-store signage, and videos — supporting product launches, store promotions, and brand campaigns.

- **Led a full rebrand to support post-IPO global expansion** — repositioned the brand, redesigned the logo, and authored a Brand Book to maintain consistency across digital products, marketing touchpoints, and retail environments.

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

- **Conducted 30+ moderated usability tests before handoff**, iterating on prototypes to validate flows, surface edge cases, and raise the quality bar — directly informing product direction.

- **Synthesized customer research, competitive analysis, and business goals into design narratives** presented to leadership, **aligning cross-functional teams on product direction.**

- **Managed the design budget**, optimizing retail fixture sourcing and specifications to reduce per-store build-out costs by 70% through modular systems and standardized specs.

Game UX Designer, Ottor Game (Early-stage game startup), May 2021 - July 2022, Beijing
Built and iterated gameplay prototypes in Unity through playtesting, transforming concepts into validated experiences that **helped secure RMB 1M in early-stage investment**.

UX Design Intern, CityDNA (Urban intelligence startup focused on data analytics and planning tools for city governments and NGOs), 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.

Core Skills

Design: UI/UX Design, 0~1 Product Design, Wireframing, Rapid Prototyping, User Flows, Interaction Design, Information Architecture, Visual Design, Design Systems, Accessibility (WCAG), Responsive Web & Mobile Design, Brand Identity, Motion Design, Sound Design.

Research: Moderated Usability Testing, User Interviews, Surveys, Behavioral Analysis, A/B Testing, Competitive Analysis, Contextual Inquiry, Research Synthesis

Collaboration: Cross-functional teamwork with engineers, PMs & stakeholders, Remote collaboration, Stakeholder communication & storytelling, Agile delivery

Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Wix, Unity, AI-Assisted Design Tools (ChatGPT, Claude, Figma Make), Front-end Fundamentals (HTML, CSS, JS), 3D (Rhino, Blender, Cinema 4D), Sound Design(Pro Tools), Git.

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

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