

KAREN LI

Senior Product Designer

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Summary

Senior Product Designer with 7+ years of experience delivering user-centered solutions across fintech, education, and live-streaming industries. Skilled in end-to-end product design, user research, and scalable design systems. Proven ability to collaborate cross-functionally in fast-paced environments and drive data-informed decisions that align business goals with user needs.

Experience

Senior Product Designer, ZONE Wallet

Taipei, Taiwan | Sep 2023 - Present

- Established product analytics framework by defining key metrics, optimizing event tracking, and maintaining documentation—enhancing cross-functional collaboration and enabling data-informed decisions.
- Implemented Crowdin and developed UX writing principles with a core vocabulary to standardize content and strengthen clarity across financial product experiences.
- Designed and delivered recurring investment and financial planning tools; utilized Mixpanel insights to drive a homepage redesign, increasing feature discoverability and onboarding efficiency.
- Led user research efforts and coached a junior designer on leveraging insights to drive more informed design outcomes.

Senior UI Designer, 17LIVE

Taipei, Taiwan | Dec 2022 - Aug 2023

- Designed 2D and 3D virtual live-streaming experiences for V-LIVER across web and app platforms, resulting in a 5% increase in V-mode streaming sessions.
- Integrated Design QA into the development process, improving product quality and reducing post-release design bugs.
- Maintained and optimized a cross-platform design system, standardizing design component usage across multiple teams.

Education

California College of the Arts

San Francisco, CA
Jan 2014 - Dec 2016

Bachelor's Degree in Graphic Design

Tools

Figma, Webflow, Mixpanel, Crowdin, Miro, Overflow, Principle, Illustrator, Photoshop, InDesign

Skills

UX Design, UI Design, Web Design, App Design, Visual Design, Prototyping, User Research, Usability Testing, Design System, Design Ops

Senior Product Designer, Snapask

Taipei, Taiwan | Dec 2021 - Sep 2022

- Co-defined the product roadmap with the Product Owner from a design perspective, ensuring alignment between business priorities, user needs, and technical constraints.
- Led two designers in the 0-to-1 MVP design of the sofasoda mobile app, providing UX direction and facilitating collaboration across design and product.
- Collaborated with researchers to conduct usability tests and interviews; translated insights into refined features that contributed to product growth.
- Built a GitBook-based internal documentation system covering UX decisions, product logic, and design specs—improving onboarding and cross-functional communication.

Product Designer, Snapask

Taipei, Taiwan | Jul 2018 - Dec 2021

- Owned the end-to-end product design for the sofasoda web platform as the sole designer, from early concept to launch.
- Collaborated with a scrum team to optimize tutor engagement and payment workflows across the APAC region.