

KAREN LI

Senior Product Designer

karen-li.com

+886 972 247 932

ichen.karenli@gmail.com

Senior Product Designer with 7+ years of experience across fintech, education, IoT, and live-streaming products. Specialized in end-to-end product design, design systems, and user research, with a strong focus on building scalable workflows and data-informed product experiences. Experienced in collaborating with cross-functional teams across product, engineering, and marketing to drive design decisions that improve both user experience and business outcomes.

Work Experiences

Vibe Inc.

Senior Product Designer

Sep 2025 - Present

- Partnered with Marketing to design and optimize landing pages for product launches and growth campaigns, improving conversion performance and contributing to sales growth.

ZONE Wallet

Senior Product Designer

Sep 2023 - Sep 2025

- Established scalable analytics workflows by defining KPIs, standardizing event tracking, and maintaining documentation systems, enabling data-informed product decisions and improving cross-functional alignment.
- Introduced localization workflows and UX writing standards through Crowdin, improving operational consistency across financial product experiences.
- Led the design and optimization of key financial product flows, including recurring investment experiences, translating Mixpanel insights into product improvements that enhanced feature discoverability and onboarding performance.
- Designed and developed official websites and campaigns in Webflow, combining vibe coding and scalable design system practices to support advanced interactions, collaborative workflows, and consistent multi-designer execution.
- Led user research initiatives and mentored a junior designer, strengthening insight-driven product thinking and improving team decision-making quality.

Core Skills

Design & Product

- End-to-End Product Design
- Design Systems and DesignOps
- Product Strategy and UX/UI Design
- Product Analytics and Data-informed Design
- User Research and Usability Testing, and Prototyping
- Information Architecture and Interaction Design
- Webflow and Vibe Coding
- UX Writing and Localization

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Work Experiences

17 LIVE

Senior UI Designer

Dec 2022 - Aug 2023

- Designed 2D and 3D virtual live-streaming experiences for V-LIVER across web and app platforms, contributing to a 5% increase in V-mode streaming sessions.
- Introduced a structured Design QA workflow into the development process, improving collaboration with engineering teams and reducing post-release design debt and visual inconsistencies.

Snapask

Senior Product Designer

Dec 2021 - Sep 2022

- Co-defined the product roadmap with Product Owners from a design perspective, aligning business priorities, user needs, and technical feasibility across product initiatives.
- Led two designers in the 0-to-1 MVP development of the sofasoda mobile app, establishing scalable workflows and facilitating cross-functional collaboration.
- Collaborated with researchers to conduct usability testing and user interviews, translating insights into product improvements that contributed to user engagement and product growth.
- Built a GitBook-based documentation system that improved onboarding efficiency and cross-functional communication.

Product Designer

Jul 2018 - Dec 2021

- Owned the end-to-end product design process for the sofasoda web platform as the sole designer, driving projects from concept to launch in close collaboration with product and engineering teams.
- Partnered with scrum teams across the APAC region to optimize tutor engagement and payment workflows, improving operational efficiency and user experience quality.

Core Skills

Leadership & Collaboration

- Cross-functional Leadership
- Project Management and Workflow Coordination
- Stakeholder Communication
- Systems Thinking and Process Improvement
- Design Mentorship
- Strategic Product Thinking and Business-oriented Design
- Product Roadmap Collaboration and Decision-making
- Adaptability in Fast-paced Product Environments

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Work Experiences

Labb01

Graphic Designer

Nov 2017 - July 2018

- Led visual design, brand identity, and design research initiatives across both digital and print projects, translating business and client requirements into cohesive design solutions.
- Managed multiple concurrent projects, including EATME APP, VIA INSTITUTE, Coffee to Know, and Taipei Metro Mickey Mouse's 90th Anniversary, balancing project execution across branding, marketing, and product experiences.
- Collaborated with internal design teams and external partners throughout project development, ensuring alignment across creative direction and deliverables.

Education

California College of the Arts

Bachelor of Graphic Design

Dec 2016