Sharon Li

Product/ Service Designer

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Experience

Service/ Product Designer | PackBack

a software company based in the Netherlands, Full-time
Oct 2024- now

Reuse pilot for Schiphol Airport (Feb 2026)
- Improved passenger sustainability experience in a Lounge 4, achieving 14k+ reusable cups in circulation with an 88% return rate during a 1-month airport pilot, by designing and validating a deposit-return service integrated with digital refund flows and smart return kiosks across multiple cafés in Schiphol Airport.
- Translated user behaviour insights into scalable service and interface improvements, supporting up to 600+ daily transactions and cross-touchpoint interactions *(café POS, return machines, payment refund flow)*, by collaborating with retail partners, operations and design teams.

Reuse pilot for Royal Jaarbeurs Utrecht (Dec 2025)
- Validated a high-volume guest service at live event scale, achieving a 92.2% return rate during the "Disney on Ice" pilot, by designing and testing a frictionless reusable cup journey across coffee POS and central smart return bins, enabling 1,500+ guests to return cups intuitively without instructions.
- Optimised service flow for speed and staff efficiency in a crowded venue, by implementing a reuse system that required no staff intervention, allowing staff to focus on serving while maintaining smooth guest circulation

Product/ UX Designer | DPDK

an award-winning digital agency based in the Netherlands, Internship
Dec 2023- Apr 2024

Project: Loyalty Programme for Rotterdam Blijdorp Zoo Website & Mobile App
- Created 6+ user journey maps and 60+ wireframes for new features on the Blijdorp app in design sprints with multidisciplinary Scrum teams: profile, payment, content feed, donation, targeting 80k annual visitors' experience in zoos and online
- Enriched the product roadmap based on competitors analysis, prioritising features based on user research and business goals, led to a 10% reduction in project timeline
- Iterated the ticketing and account signing up process and aligned with existing design system, which seamlessly brings the user from website to downloading the app

Visual/ UI designer | Aquabattery

a climate tech startup based in the Netherlands
Jan 2023- Sep 2023, Contract

Project: Rebranding & Redesign Aquabattery website
- Accomplished a 30% increase in website traffic at Aquabattery by redesigning the user interface with the addition of informative data visualizations to explain product features
- Successfully launched the website within one month before the investment round by preparing design documentation for a smooth handoff to the development team

Winner - Innovate 48 Product Design Hackathon | Liftyz x Design Buddies

A 48-hour product design challenge with 450 participants divided into 35 teams
Jan 2024, Remote

Project: New feature and accessibility advice for the education platform - Skillspace
- I fostered a collaborative environment and managed the time strategically for a team of 7, enabling everyone to brainstorm, conducting research and crafted the final UI in just 48 hours

Education

BA(Hons) in Design
@ The Hong Kong Polytechnic University

MA in Interior Architecture Design
@ Royal Academy of Art, the Hague

Skills

Design

UX strategy, User flows, Journey mapping, Storyboards, Infographics, Wireframes, Prototypes, Mockups, 3D Modelling, Design systems, HTML, CSS, Generative AI, Branding, Publication, Illustration

Research

User interviews, Usability testings, Persona hypothesis, Competitor analysis, Tree testing

Tools

Design

Figma, Webflow, Miro, V0, AI,PS,ID,PR,AE Blender, Spline, Sketchup, Rhino, AutoCAD

Research

Useberry, Hotjar, Lookback, Optimal Workshop

Languages

Cantonese (Native)
English (Fluent - C1)
Dutch (Beginner - A1)
Mandarin (Fluent)