

# Tracy Li

UX / Product Designer

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## EXPERIENCE

### UX/UI Designer | Jivika (Freelance)

March 2025 - Present | Remote, United States

- Led the design at a B2B **healthcare** company, focusing on mental health improvements for healthcare workers through behavior change and **AI-guided reflection experience**, reducing self-reported burnout by 55% in four months.
- Redesigning the homepage's **visual and user experience** to accommodate the growing user groups (enterprise clients and individual users), driving **sales and growth**.
- Designed interactive **dashboards** visualizing users' data and stress triggers, **translating raw data into personalized, actionable insights**.

### UX/UI Designer | AskSia Inc

September 2024 - Present | Remote, United States

- Upgraded the company's landing page across web and mobile for a new service plan, optimizing navigation bar, information hierarchy, onboarding, and checkout flows to highlight new features and **promote subscriptions**.
- Established a scalable **design system** foundation covering colors, typography, iconography, grid system, and UI components, enabling faster iteration and efficient cross-functional collaboration.
- Held **internal workshops and usability tests** on AI interaction to inform design decisions, then iterated design and addressed technical errors with PM and developers.
- Conducted user interviews to identify pain points and usage habits with AI learning tools, then strategized and iterated features based on research data and analytics.

### Product Designer | Eth Tech

September 2023 - August 2024 | Remote, United States

- Designed the company's CRM website and mobile app prototypes by leveraging User-Centered Design Principles, improving user satisfaction by **8.9%**.
- Leveraged and maintained company's **design system** in Figma with product managers (PM) and the development team to ensure design cohesion and reduce costs.
- Presented design decisions to stakeholders, communicated and validated design rationales by leveraging user needs and business objectives.
- Iterated UX solutions based on data gathered from external user testing and internal team validation processes, including **200+** user surveys & **30+** user interviews.

### UX/UI Designer | UrsaTech

June 2023 - August 2023 | Remote, United States

- Defined the end-to-end **user experience and user interface designs** of an AI-powered K-12 code education platform, improving user satisfaction rate by **7.3%**.
- Innovated an **AI assistant chatbot**, providing prompts and input examples to bridge user expectations with AI's capability, improving task completion rates by **10.8%**.
- Strategized UX plans and MVP launch scope by collaborating with cross-functional teams (i.e., PM, engineers, and marketing) to identify product goals and opportunities.
- Performed competitive analysis on over **20** websites to uncover industry standards and trends, supporting the business growth plan by pinpointing new opportunities.

## EDUCATION

### New York University

Master of Science

Integrated Design & Media (Interaction Design)

2022 - 2024, GPA: 3.90/4.00

### University of Waterloo

Bachelor of Global Business & Digital Arts

2018 - 2022, Dean's Honours List

## SKILLS

### Design

Responsive Web Design • Mobile Interface

Design • User Interface Design •

User Experience Design • Visual Design •

Sketch • Wireframing • Rapid Prototyping •

Persona • User Flows • Journey Mapping •

Design System • Information Architecture •

Video Production • Motion Design •

UX for AI • Accessibility Design (WCAG)

### Research

Qualitative & Quantitative Research •

User Research • Competitive Analysis •

Usability Testing • A/B Testing

### Tools

Figma • Sketch • Adobe XD • Axure RP •

Adobe Creative Suite (PS • AI • AE • PR • ID) •

Maze • Framer • InVision • AI-driven Tools •

Notion • Miro • Jira • Microsoft Office •

HTML/CSS • JavaScript • Google Analytics

## LANGUAGES

English • Chinese