

Felix Li

PRODUCT OWNER

felix.li@network.rca.ac.uk

+44 7592517442

London, United Kingdom

felix-li.com

SKILLS

- Project management
- Stakeholder management
- Agile methodology
- Leadership
- Communication
- Technical requirements / documentation writing
- User research
- Competitor Analysis
- Wireframe and mock-ups
- HTML, CSS, JS
- ReactJS
- MySQL
- Git
- Unity (C#)



Word



Excel



Powerpoint



Adobe XD



Figma



Photoshop



Illustrator



Premier Pro

EDUCATION

Master of Arts



Royal College of Art

Innovation Design Engineering

2016 - 2018

Master of Science



Imperial College London

Innovation Design Engineering

2016 - 2018

Bachelor of Engineering



Imperial College London

Mechanical Engineering

2013 - 2016

PROFILE

Driven individual with 4 years of experience in a dynamic start-up environment, playing many key roles in web development, from UX/UI, front-end developer and product owner.

Played a pivotal role in the company's growth, transitioning it from start-up to scale-up. Lead many products from conception to launch, including one of the core offerings of the platform.

With my understanding of user-centric design principles, web development experience and pragmatic product management, I've delivered impactful solutions, overhauling many existing products on the site.

Seeking to apply my diverse skill set and entrepreneurial spirit to drive success in a fast-paced and collaborative environment.

PROFESSIONAL EXPERIENCE



MyMiniFactory

Product Owner, UX/ UI

2020 - 2023

- Managed and designed many core features of the platform including:
 - FronTiers (Prototype to launch, seeing \$50,000 revenue per month)
 - FronTiers Builder (Saving a combined 6 workdays per campaign launched)
 - Designers Store Page (Redesigned and overhauled, majorly improving load times and customer satisfaction)
 - Library (Redesigned and overhauled, majorly reducing time taken to find a file)
 - and many more
- For each project:
 - Identified customers' main pain points by designing and sending user surveys and conducting customer interviews
 - Came up with design solutions for products and improvements informed by research findings and feedback from the customer support team
 - Communicated and validated solutions with key stakeholders
 - Planned, produced the long term road map for each product and communicated them to the company
 - Wrote technical requirements, documentation and produced wireframes and mock-ups for features to be developed
 - Prioritise tasks for the development team, put them in the sprint using agile methodology
 - Wrote test cases for QA and lead a manual testing team for new features
 - Lead meetings to showcase new features to the marketing, creator relations and customer support teams



MyMiniFactory

Front-end web developer, UX/ UI

2020 - 2023

- Coded many static web pages, including About, T&C, Buy A 3D Printer in HTML and CSS in a timely manner
- Overhauled the company's Blog, designing it in Figma and coding in React and PHP
- Conducted research by sending out user surveys and conducting user interviews
- Managed and launched the Customizer project (Viewed and used 100,000s of times)
- Optimised load speed for many pages including the homepage and increased the lighthouse score by 40