Felix Li

PRODUCT OWNER

✉ felix.li@network.rca.ac.uk

📱 +44 7592517442

🏠 London, United Kingdom

➤ felix-li.com

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
2019 - 2020

- Coded many static web pages in a timely manner (Including About, T&C, Buy A 3D Printer in HTML and CSS)
- Overhauled the company's Blog, designing it in Figma and coding in ReactJS and PHP
- Conducted research by sending out user surveys and conducting user interviews
- Managed and launched the Customizer project (Viewed 100,000s of times, with a total of 50,000 downloads)
- Optimised load speed for many pages including the homepage and increased the lighthouse score by 40

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

INTERNSHIPS

MyMiniFactory
Project Manager,
Front-end web developer,
UX/ UI
2019

- For the 3D print Customizer tool:
  - Conducted user research by interviewing 3D designers
  - Produced and tested low fidelity prototypes, mock-ups and user flows
  - Presented my designs to the Development Team, CEO and Founder
- Designed / developed a template, taking backend data to displays a competition

AECOM
Summer Intern
2015

- Received the floor plans of a building to determine the requirements of the Air Handling Unit

The Hongkong Electric Co., Ltd
Vacation Trainee
2014

- Predicted the wind conditions for an offshore wind farm from data from a LIDAR and
- Handled data collected from a sprinkler system and determined its date of malfunction
- Gave a technical presentation about the project of the internship to other interns and upper management

AVOCATIONS

Pro Kabaddi League
Professional Kabaddi Player
2023 - 2024

- Auctioned and bought as a professional athlete for Dabang Delhi K.C in the Pro Kabaddi League Season 10 (watched by 226 million viewers)
- Travelled to 12 different Indian cities for matches (Ahmedabad, Bengaluru, Pune, Chennai, Noida, Mumbai, Jaipur, Hyderabad, Patna, Delhi, Kolkata, Panchkula)
- Came 6th out of 12 teams
- Trained with the team in the throughout the season and in the preseason
- Was substitute for around 12 matches

Pool 2
Indie Game Dev
2023 - 2024

- Currently developing an Indie game to be released on Steam
- Demoed the game at Thurrock Screen Culture Festival

SKILLS

MANAGEMENT
- Project management
- Stakeholder management
- Agile methodology
- Leadership
- Communication
- Technical requirements / documentation writing

UX / UI
- User research
- User Interview
- User Survey
- Competitor Analysis
- Wireframe and mock-ups

CODE
- HTML, CSS, JS
- ReactJS
- MySQL
- Git
- Unity (C#)

SOFTWARE
Figma
Photoshop
Illustrator
Premier Pro