

YICHANG

LI

Senior product designer with 7+ years of experience creating user-centered solutions across IoT, AI, fintech, and e-commerce. Skilled in mobile design, prototyping, and design systems at scale.

Portfolio

<https://yichang93.github.io>

Figma Community
figma.com/@yc_li

Email
li.yichang@yahoo.com.sg

Phone
+65 8595 3910

Nationality
Singapore Citizen

Skills

Tools

Figma
Framer
Google Analytics
MixPanel
Miro / Figjam
Adobe Creative Suite
Final Cut

Competencies

Mobile Design (iOS & Android)
Web Design
Vibe Coding
Design System
Interaction Design
User Research
Rapid Prototyping

Coding

HTML/CSS
JavaScript
Java
Git
SQL

Languages

English
Chinese

Work Experience

Senior UX Designer & Researcher

09/2020 — Present

Screening Eagle - IoT, structure inspection tools

- Led end-to-end product design for multi-platform tools (web, mobile, tablet) supporting global civil engineers in infrastructure inspection, resulting in notable achievements such as:
 - Increased adoption rate by 60% for the data management platform through iterative design backed by usability testing and event data analysis
 - Drove a 100% increase in sales for a new inspection product through intuitive UX and improved onboarding flow.
- Designed AI-powered features using LLMs and custom-trained models to automate defect analysis and radar data interpretation, improving inspection efficiency and data accuracy.
- Advocated for and implemented a data-driven approach, collaborating closely with PMs to define and monitor event trackings for key products, ensuring alignment with business objectives.
- Collaborated cross-functionally with PMs and engineers across Europe and Asia to ship user-centered features
- Led the design system overhaul using Figma, ensuring consistency across web, tablet, and mobile platforms.
- Mentored junior designers

UX Designer

02/2020 — 06/2020

Silot.ai - Fintech

- Led research and developed storyboards that contributed to increase in user understanding and engagement, improving overall user satisfaction.
- Designed user interfaces for fintech applications, ensuring seamless user experience in highly regulated environments.

UX Engineer

03/2018 — 10/2019

Zalora - e-commerce

- Led creation and adoption of Zalora's design system, aligning UX across mobile and web
- Redesigned mobile navigation, reducing bounce rates through A/B-tested improvements
- Developed responsive UI with ReactJS, improving load performance and usability

Software Engineer

10/2016 — 02/2018

Works Applications - B2B, ERP

- Recognized as a Star Performer for breakthrough improvements in HUE Mail security features, demonstrating a keen eye for detail and innovative problem-solving skills.
- Led a team of 3 engineers to create RESTful APIs and GUI for HUE Mail and Contacts, that are used by 30k+ Japanese users.

Education

Nanyang Technological University

2012 — 2016

Bachelor of Computer Science (Hons.)