

# Jinyu Li

**Sr. Product designer**  
**Certified mentor @ UE**

0049 176-2451-4149  
jinyulibvb@gmail.com



**Portfolio (hand-code):**

<https://www.jinyuli.cc/>

[J+ Studio](#)

[LinkedIn](#)

[Dribbble](#)

## Skills

End-to-End Product Design

Data-Driven Design

Design Systems

Prototyping & Motion

User Research & Testing

Design-Dev Collaboration

User Journeys

Agile & Lean UX

Visual & Brand Design

Illustration & Motion

## Tools

Figma / Framer / Cursor / Dovetail

/ Protocie / Notion / Miro /

React.js / CSS + HTML / Tailwind /

Adobe Creative Suite

## Language

Chinese - Native

English - Working proficiency

German - A2

Spanish - B1

## Work

### Freelance Product Designer / Founder

2024 - present EU

Entrepreneur

Founded J+studio to deliver custom design solutions for startups, specializing in product growth, UX/UI, branding and web development.

### Sr. Product Designer - Kaufland ecom

2023-2023 Remote

Exploration

Led the K-Card initiative, Kaufland's first loyalty program, through data-driven research and cross-functional collaboration, delivering impactful solutions.

### Sr. Product Designer - Zalando

2022-2023 Berlin

D&I

Launched the Adaptive Fashion project, setting Zalando's accessibility baseline, and created the Accessibility Lens to promote inclusive design and establish A11y standards.

### Sr. Product Designer - Marley Spoon

2020-2022 Berlin

Engagement

Launched two apps with a cross-functional Agile team, leading "Rating" and "Favourites" design projects that drove 150% post-launch growth and sustained 10-15% engagement.

### Product Designer - Urban Sports Club

2019-2020 Berlin

Growth

Collaborated with a cross-functional team to design and launch the new USC website and optimized the "free trial" and checkout flow, increasing Growth Margin by 19.4% across 8 European countries.

### UX Designer and researcher - EF

2018-2019 Shanghai

EdTech

Led the "Teacher First" research to transform EF teachers' feedback into an actionable UX design strategy for all teacher-facing services

### UX consultant - TD REPLY

2016-2018 Beijing

Mercedes

Audi

Collaborated with Audi China on multiple projects, including "Chinese UI research," analysing 24 apps to forecast future UI trends

### Visual designer - Russell Investments

2015-2016 London

Investment bank

## Study

### University of Southampton

2014 - 2016 U.K.

Master's degree: Design Management

### Xi'an Academy of Fine Arts

2010 - 2014 China

Bachelor 's degree: Visual Communication