Jinyu Li

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About

Based in Berlin
A full-stack product design partner who drives measurable business growth.

Experience

Freelance Product Designer / Founder `Entrepreneur`

07/24 - present EU

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

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 `E-commerce`

2022-2023 Berlin

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

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

Collaborated with a cross-functional team to design and launch the new USC website, applying Product-Led Growth principles to optimize the "free trial" and checkout flow, resulting in a 19.4% Growth Margin increase across 8 European countries.

UX Designer and researcher @ EF `EdTech`

2017-2018 Shanghai

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 `Agency`

2016-2017 Beijing

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

Education

University of Southampton

Master's degree: Design Management

Xi'an Academy of Fine Arts

Bachelor 's degree: Visual Communication

Skills

Design

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 / Workshop facilitation

Product

Product discovery / Roadmaps / Vision and mission / A/B testing / Product experiment / Agile

Front-end

HTML / CSS / javascript / React.js / Framer / GSAP

Language

English

Working proficiency

Mandarin

Native

German / Spanish

A2 / B1