

Jinyu Li

Based in Berlin / Certified mentor @ UE
A full-stack product designer who drives measurable business growth.

jinyuli.cc jinyulibvb@gmail.com

Experience

Freelancing @ J+ Studio

07/24 - present EU

Full-stack Product Designer crafting UX/UI, design systems, and growth-driven digital experiences for startups and fast-moving teams through AI- and code-driven design.

Lead Product Designer @ Kaufland e-commerce

2023-2023 Remote

Drove UX and launch of Kaufland's first national loyalty product "K-card", now active in every German store.

Sr. Product Designer @ Zalando

2022-2023 Berlin

Pioneered Adaptive Fashion, scaling inclusive design practices across Zalando's ecosystem. Set new UX standards and mentored junior designers throughout process.

Sr. Product Designer @ Marley Spoon

2020-2022 Berlin

Launched 2 apps with cross-functional teams, leading "Rating" and "Favourites" design that drove 150% growth and 10-15% engagement, while mentoring 2 junior designers.

Product Designer @ Urban Sports Club

2019-2020 Berlin

As one of the 2 -designer team, collaborated with a cross-functional team to redesign US C's website using Product-Led Growth, optimizing the free trial and checkout flow — resulting in a 19.4% GM increase across 8 European countries.

Earlier experience

UX Designer @ EF (2017–2018): Led UX research aligning digital tools with educator needs.

UX Consultant @ TD Reply (2016–2017): Contributed to Audi China's UI strategy through regional UX research and trend analysis.

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

Featured

Speaker @ Layers conference 2025 / Certified mentor @ UE / Panelist @ Figma Berlin / Speaker @ On Product / Scholar @ SheFi Season 14 / Contributor @ Creative lab 3.0 / Portfolio website @ Minimalny / Portfolio website @ Sapiens.website

Language

English: Working proficiency

Mandarin: Native

German / Spanish: A2 / B1