

Li (Lily) Liu

Product Designer

5+ years of experience across private markets, fintech, e-commerce, and healthtech, specializing in data-intensive interfaces and complex workflows. Across fully remote roles, I've worked with product and engineering teams from research through delivery, using AI tools to explore and prototype ideas.

CONTACT

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EXPERIENCE

PactFi (Private Markets/Fintech)

Product Designer

Apr 2025 - Aug 2026

- Led end-to-end design for Signature Blocks and Custodian Reporting, replacing manual email, spreadsheet, and document workflows with structured private-credit tools.
- Translated complex client requirements, including entity relationships, permissions, bulk actions, templates, and data dependencies, into scalable experiences.
- Partnered with product, engineering, QA, and design from workflow definition and client validation through launch and post-launch iteration.
- Contributed across Secondary Transfers, Parent Funds, and other transaction workflows, helping clients save time and reduce email coordination.
- Began discovery for a secondary transfers AI agent and contributed to two hackathon prototypes: one bringing fragmented external data into PactFi, the other generating reports via agentic chat using data from across the platform.

Captain (E-Commerce)

UX Designer

Mar 2024 - Jul 2024

- Redesigned the AI concierge and sign-up experience; cost per sign-up fell from \$150 to \$7 as the result.
- Simplified product discovery through guided recommendations and pre-curated kits, iterating on feedback from cross-functional partners.

Savana Inc. (Fintech)

UX/UI Designer

Dec 2021 - Feb 2024

- Designed responsive banking experiences for Battle Bank and Woodforest National Bank, translating complex account structures, regulations, and client needs into clear workflows.
- Led the design of Battle Bank's online account opening across personal, business, retirement, and trust products, and participated in usability testing; opening speed improved 27%.
- Designed Woodforest's branch workflow for multiple customers and products, including multi-titling, reusable customer data, hardware-integrated ID capture, and consolidated documents and signatures.
- Partnered with product, engineering, banking specialists, clients, and a system architect to work through requirements and technical constraints.
- Contributed to the design system and designed responsive experiences aligned with WCAG 2.1 requirements.

BravoCare (Healthtech)

UX/UI Designer

May 2021 - Nov 2021

- Figma prototypes and tested mobile healthcare staffing flows, using feedback to refine how clinicians found and evaluated shifts.

SKILLS

UX/Product Design

User-centered design, product strategy, complex workflows, data-intensive interfaces, design systems, responsive design, wireframing, prototyping

Research & Collaboration

User research, usability testing, cross-functional collaboration, stakeholder engagement, design critiques

Agile & Remote Work:

Fully remote collaboration, startup environments, agile workflows, managing multiple projects and deadlines

Tools & AI

Figma, Figma Make, Claude, ChatGPT, InVision, Framer, HTML/CSS, Jira

EDUCATION

UX Academy Certificate

Designlab

Jan 2021 - Jun 2021

BA in Fashion Merchandising

Virginia Commonwealth University

Sept 2013 - May 2017