Zoe Li

Senior Product Designer

Product designer with 10+ years across fintech and healthcare, 5+ focused on native iOS/Android. Pairs product thinking (framing problems, setting priorities, driving decisions) with deep design-system expertise and hands-on AI product experience. Has shipped multiple 0-to-1 products end to end and validates design with data. Fluent in English and Mandarin.

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EXPERIENCE

Manulife / Senior Product Designer — Jun 2025 – Present | Toronto

- **Led 0-to-1 design of Manulife Canada's first user-facing AI product,** the Coverage AI Assistant in the Group Benefits app (iOS/Android), which answers members' benefits and spending account questions. Designed a human-in-the-loop escalation model (low AI confidence, detected frustration, or explicit agent request, gated by an in-scope check) and standardized all AI modules across mobile. Live with internal staff.
- **Won first place at Manulife's AI hackathon,** leading two intermediate designers; built Figma plugins that speed up design-to-development handoff.
- **Defined strategy and led the rebuild of Manulife's native mobile design system,** restructuring iOS and Android Figma libraries with a two-tier token architecture and seamless light/dark mode, now shared across 5 lines of business and 10+ engineers.
- **Established design system governance** (intake, OS update protocol, release cadence, and a weekly cross-LOB review), making the system the single source of truth for mobile design across the organization.
- **Led end-to-end design of the Individual Insurance mobile integration,** shipped January 2026, aligning conflicting requirements and priorities across 3+ lines of business into one coverage experience on iOS and Android.
- **Redesigned HCSA (Health Care Spending Account) and Wellness account views** to make balances, deadlines, and carryover rules scannable and actionable, targeting 296 monthly support calls driven by member confusion; restructured Benefits Card and balance information architecture.
- **Designed credit card account experiences for Manulife Bank,** improving visual clarity and information hierarchy for cardholders managing spend.
- **Raised team practice and handoff quality** by introducing design QA as a formal delivery phase and a 30-60-90 design process; mentored designers across LOBs and ran Figma prototyping workshops across HCD teams.

PurposeMed Inc. / Senior Product Designer — Nov 2022 – Feb 2025 | Calgary (Remote)

- **Redesigned screening logic for Frida, an ADHD virtual care product,** where 46% of potential patients were screened out; expanded medical history logic, reworded screener questions, and added a diagnosis-only pathway with provider-facing eligibility status, raising pass rate from 55% to 68% and inviting 3,582 patients back.
- **Designed Frida's end-to-end patient journey,** including diagnosis reports, follow-up booking, post-consult forms, and patient-initiated refunds.
- **Designed and shipped an Affirm payment integration** to keep the initial assessment accessible as pricing rose from $199 to $599.
- **Redesigned onboarding for Freddie, an HIV prevention service,** increasing sign-up conversion by 40% through usability-driven refinements.
- **Enhanced Freddie's scheduling and booking,** improving appointment booking rates from 60% to 80%.
- **Designed the provider platform used by 200+ clinical and ops staff,** including secure messaging, appointment management, patient profiles, and prescription workflows.

- **Built and maintained a themed design system** with engineers, supporting three products from one foundation and using Storybook for design-to-code parity.

Ayogo Health Inc. / UX/UI Designer — Jan 2021 – Nov 2022 | Vancouver (Remote)

- **Designed and delivered a white-label design system** supporting 12+ enterprise SaaS features across multiple branded healthcare client apps, balancing a shared core library with per-client theming.
- **Applied behavioural science to product design,** creating goal-setting experiences that help patients build and sustain healthy habits.
- **Pivoted the component organization model mid-build** after developer testing showed Atomic Design hierarchy caused confusion; regrouped components by design pattern.
- **Conducted usability testing with clinicians and patients** across therapeutic areas, using findings to drive component and flow decisions.
- **Delivered 450+ components, 1,500+ variables, 150+ high-fidelity screens, and 20+ prototypes** while managing competing delivery timelines.

Freelance / Product Designer — Nov 2014 – Present

- **Sole designer on Gilded, a personal finance app** that helps users visualize financial projections and simulate life plans; owned product and brand across the native iOS app, web app, and marketing site, from 0 to 1 to launch in Summer 2026.

EDUCATION

University of Ottawa / Bachelor's in Biomedical Sciences

BrainStation / Diploma in User Experience Design

SKILLS

Product & Interaction: Problem framing, prioritization, information architecture, user flows, interaction design, high-fidelity UI, prototyping

Design Systems: Token architecture (Figma Variables), light/dark theming, component governance, cross-platform iOS/Android, design QA

Research & Measurement: User interviews, usability testing, heuristic evaluation, A/B testing, data analysis

AI & Tools: AI product experience design, Figma plugin development, AI tools for design workflows, Figma, Lottie/LottieFiles, HTML/CSS/JS

Languages: English, Mandarin