

Zoe Li

Senior Product Designer

Experience

Senior Product Designer with 10+ years across fintech, healthcare, and SaaS, from zero-to-one products to large-scale design systems.

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Manulife / Senior Product Designer

JUN 2025 - PRESENT, TORONTO

- **Defined strategy and led end-to-end rebuild of Manulife's native mobile design system**, restructuring iOS and Android Figma libraries with a two-tier token architecture now shared across 5 lines of business and 10+ engineers.
- **Established governance workflows** covering intake process, OS update protocol, release cadence, and a weekly cross-LOB working session, making the system the single source of truth for all mobile design work across the organization.
- **Led end-to-end design of the Individual Insurance mobile integration**, shipped January 2026, navigating conflicting requirements across 3+ lines of business to deliver a unified coverage experience across iOS and Android from kickoff through developer handoff.
- **Redesigned HCSA and Wellness financial account views** to surface balances, deadlines, and carryover rules in a scannable, actionable format, designed to reduce 296 support calls/month driven by member confusion; improved Group Benefits information architecture across Benefits Card and account balance views.
- **Designed credit card account experiences** for Manulife Bank, improving visual clarity and information hierarchy for cardholders managing spend across the mobile app.
- **Mentored mobile designers** across LOBs through structured critiques, technical guidance, and operational alignment; ran Figma prototyping workshops for designers across HCD teams to build capability org-wide.
- **Introduced design QA** as a formal delivery phase and championed a 30-60-90 design process, raising the bar for handoff fidelity across the team.

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 being screened out of care; expanded medical history logic, reworded screener questions, and introduced a diagnosis-only pathway with provider-facing eligibility status, raising screener pass rate from 55% to 68% and inviting 3,582 previously screened-out patients back.
- **Designed Frida's end-to-end patient journey** including diagnosis reports, follow-up appointment booking, post-consult form optimization, and patient-initiated refunds.
- **Designed and shipped an Affirm payment integration** to keep Frida's initial assessment accessible as pricing rose from \$199 to \$599, giving patients installment options beyond a single credit card payment.
- **Redesigned onboarding and account creation for Freddie, an HIV prevention service**,

increasing sign-up conversion by 40% through usability-driven refinements.

- **Enhanced Freddie's scheduling and booking systems**, improving appointment booking rates from 60% to 80%.
- **Designed the provider platform used by 200+ clinical and ops staff**, including secure patient messaging with resource sharing, appointment management, patient profiles, and prescription workflows.
- **Built and maintained a themed design system** with engineers, supporting three products from one foundation: Freddie and Frida (patient-facing) and the provider platform, using Storybook to maintain 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 theme customization.
- **Pivoted the component organization model mid-build** after developer testing revealed that Atomic Design hierarchy created implementation confusion; regrouped components by design pattern instead, improving cross-functional clarity.
- **Conducted usability testing with clinicians and patients** across multiple therapeutic areas, using findings to drive component and flow decisions.
- **Delivered 450+ components, 1500+ component variables, 150+ high-fi screens**, and 20+ prototypes while managing competing feature delivery timelines.

Freelance Product Designer

NOV 2014 - PRESENT

- **Sole designer on Gilded, a personal finance app** helping users visualize financial projections and life planning simulations, delivering native iOS app, web app, and marketing website from zero to launch (Summer 2026) across product and brand.
- **Delivered end-to-end web and brand experiences** across e-commerce, healthcare, and SaaS industries.

Education

BrainStation / Diploma in User Experience Design

University of Ottawa / Bachelor's in Biomedical Sciences

Skills

Design & Interaction / UX/UI Design, Wireframing, Prototyping, Interaction Design, User Flows, Information Architecture

Design Systems / Token Architecture, Component Governance, Cross-platform iOS/Android, Design QA, Documentation

Research & Testing / Usability Testing, Heuristic Evaluations, A/B Testing, Research Synthesis, Persona Development

Delivery & Operations / Cross-functional Collaboration, Agile, Design Operations, Working knowledge of HTML, CSS, JavaScript