

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 design from discovery through launch and iteration for Signature Blocks and Custodian Reporting, two new capabilities for private credit teams.
- Designed workflows for configuring entity roles and authorized signatories across multiple legal entities, with bulk actions and document-ready outputs.
- Designed template-based custodian reporting that combined entity-specific information, attachments, message creation, and distribution.
- Worked with Product and Engineering to resolve specialized requirements and technical constraints; supported client demos, QA, and post-launch improvements.
- Used Claude, ChatGPT, and Figma Make to explore interactions and prototype ideas.

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

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