

# Miranda Li

User-centred product design specialist with scalable, data-driven solutions.

portfolio



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Sydney

## SKILLS

UI/UX Design & Prototyping  
User Research & Usability Testing  
Wireframing & Information Architecture  
Interaction & Visual Design  
Accessibility & Inclusive Design

## TECHNICAL

### Design Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Balsamiq

### Development

Basic HTML, CSS, JavaScript  
Framer, Unity

### 3D & Spatial Design

SketchUp, Rhino, Grasshopper, Vray, Lumion

## EXPERIENCE

### Product Designer

Jul 2024 - Present

*Jellybean Lab - a digital agency specialising in education and edTech companies*

- Led the **PROCON checkout flow design**, increasing total sign-ups by **19%** (956 → 1140) and boosting trial student conversions by **52% relative**.
- Revamped the **PROCON landing page**, refining content hierarchy and UI components, increasing sign-up rates by **26%** and improving scroll depth by **3x**.
- Optimised the **ATC (Add-to-Cart)** feature, leading to a **42%** relative increase in **3-4 session sign-ups** while reducing lower-value **5-6 session** sign-ups by **10%**, resulting in a **7% relative attendance rate increase** (67% → 72%).
- Built a **scalable design system** in Figma, standardising **UI components, typography, and interaction patterns** for PROCON's digital platforms, ensuring consistency across products.
- Enhanced user experience by reducing **sign-up friction**, leading to increased session enrolments per user by **12%**.
- Contributed to **PROCON's revenue growth**, generating **\$247,000 in March revenue** (up from \$162,000 in 2024), with a **forecasted \$1M in combined Summer & Spring revenue**.
- Collaborated with **developers & marketers**, ensuring **design consistency, accessibility compliance**, and a scalable component library in **Figma**.

### Account Executive

Nov 2020 - May 2021

*Fred & Farid - a globally creative agency specialising in merging technologies in ad industry*

- Managed cross-platform campaigns for **FMCG brands** like **Magnum Ice Cream** and **Danone Mizone**, ensuring a cohesive user experience across digital and traditional media.
- Conducted **user research on 1,500+ consumers**, using insights to refine product branding and advertising, leading to a **12%** increase in customer engagement.
- Coordinated **creative teams & clients**, ensuring projects aligned with user expectations and market demands, improving **client retention by 15%**.
- Contributed to **six high-impact TV commercials**, reaching a total audience of **50M+ viewers**.

### Graphic Designer

Jun 2020 - Nov 2020

*Viacom CBS Asia Advertising Media - Ads Department*

- Designed promotional assets including **videos, posters, and event materials**, ensuring brand consistency across **15+ campaigns**.
- Assisted in planning and executing the **launch campaign** for a new **Pioneer DJ** player, leading to **30+ media features, 100+ industry attendees, and 600+ participants**.
- Developed digital assets and social media content strategies, resulting in a **25%** increase in audience engagement.

## EDUCATION

### Master of Interaction Design & Electronic Arts

*University of Sydney*

Feb 2023 - July 2024

**Key Coursework:** User Experience Design, Human-Computer Interaction, Usability Testing, Design Thinking, IA, Visual Communication.

#### Projects:

- Engaged: Interactive Archives for Human Rights** – Designed an **interactive online (web & mobile) archive** for a gallery exhibition, prioritising accessibility and engagement.
- SafeGO: Autonomous Transportation App** – Conducted UX analysis and improved the **interface for a children's transport app**, enhancing usability on mobile and tablets.
- SmartPod: Surf Life Saving Australia** – Beach Safety Initiative – Designed and prototyped a SmartPod to enhance beach safety education for **migrants and CALD communities**.

### Bachelor of Architectural Studies

*University of New South Wales*

Feb 2017 - Jan 2020

**Key Coursework:** Architectural Design, Digital Modelling, Environmental Systems, Design Communication, Creative Thinking.

**Relevant Skills:** Spatial Design, Visual Design, 3D Modelling, Project Management, Presentation Skills.