

Kelly Heng Jia Li

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WORK EXPERIENCE

UI/UX Designer – Car Lite

June 2023 – March 2026

- Designed, launched, and maintained a car rental app serving 6,500+ active users across iOS and Android as part of a 5-person product team.
- Integrated Singpass into the onboarding flow, reducing sign-up friction and strengthening identity verification for new users.
- Designed an end-to-end long-term leasing platform with integrated accounting and invoicing modules to handle complex financial transactions.
- Ran beta testing with 100+ live users, collecting and triaging in-app feedback to prioritize design fixes and improvements.
- Built an internal HR application from the ground up, improving workflow efficiency and organizational data management for staff.

UI/UX Designer – Me3 Technologies

August 2022 – April 2023

- Owned the end-to-end design of a crypto wallet app as the sole designer, covering discovery, user flows, information architecture, wireframes, and high-fidelity prototypes.
- Planned and ran user research with 5+ participants, including moderated interviews and usability tests, to validate hypotheses and iterate on designs.
- Partnered with product managers, engineers, and stakeholders to gather requirements and translate them into clear, testable design solutions.
- Organized, annotated, and documented design specifications to enable clean developer handover.
- Ran agile sprint ceremonies and worked closely with developers to ensure shipped features met user needs.

Creative Design Intern – Regtank Technology

November 2020 – August 2021

- Grew the company LinkedIn following from zero to 700+ organically within 4 months through operational social media marketing.
- Co-led a website overhaul, redesigning the UI and improving the overall user experience.
- Designed sales and marketing collateral - sales decks, infographics, brochures, and user guides - and managed the brand content library across cross-functional teams.
- Optimized the website for search using WordPress and SEMrush to support content marketing.

PROJECTS

Personal Portfolio Site: Designed and built a personal portfolio website, coding the frontend with AI tools like Claude to rapidly prototype and ship the live site.

SKILLS & COMPETENCIES

Design: Interaction design, design thinking, user research, wireframing, prototyping, information architecture, mobile design, web design, accessibility

Tools: Figma, Sketch, Claude Code, Adobe Photoshop, Illustrator, Lightroom, Premiere Pro, basic HTML/CSS

Methods: End-to-end UX (discovery, synthesis, design, testing, iteration), Agile / Lean UX, AI-assisted rapid prototyping

Languages: English, Mandarin

CERTIFICATIONS

UX Design Course - CuriousCore • Foundations of UX Design - Google (Coursera)

Google Analytics 4 - LinkedIn Learning • Build a Website - Codecademy

EDUCATION

BSc in Marketing, Minor in Digital Media – Singapore University of Social Sciences

2018 – 2022