Bena Li
Senior Product Designer

Contact

http://bena-li.com/new
li.bena@gmail.com
415-683-8656

Education

Iowa State Univeristy
MS, Human Computer
Interaction, 2016
Ames, IA

City College of San Francisco
Web Front-End Certificate, 2014
San Francisco, CA

Cooper
UX Bootcamp, 2013
San Francisco, CA

Occidental College
BA, Sociology, 2010
Los Angeles, CA

Experience

Credible / Senior Product Designer
San Francisco, CA / Jan 2016 - Dec 2021

Led design and user experience for mortgage purchase and refinance products.
- Leveraged data and user research to optimize conversion funnel from application to close while navigating legal and compliance requirements.
- Delivered a differentiated product experience through a user-focused and A/B testing driven approach.

Developed internal platform for mortgage team to process loans, used by over 100 employees.
- Translated vague product requirements into a user research plan and proposed user flows by collaborating with cross-functional teams to better understand the needs of the business and users.
- Increased efficiency and streamlined workflow of internal teams by automating tasks, improving scanability, and reducing clicks to completion.

Iterated end-to-end experience for student loan refinancing marketplace.
- Owned user experience, user research, and visual design.
- Tested new features and experimented with user flows to increase engagement, including a test that lifted mobile form conversion by 40%.

Spearheaded the creation of a cohesive and accessible design system across all 6 customer products.
- Unified brand and product design with senior executives.
- Collaborated with engineers to build a live React style guide to reduce time spent building and QAing designs.

Increased visibility of Credible's design function across the company.
- Developed team culture and processes by cultivating design critiques, quarterly team goals, intern program, and onboarding experience.
- Launched wiki for the design team to spotlight key work.

San Francisco State University / Web Accessibility Analyst Intern
San Francisco, CA / 2015

Audited website content, information architecture, HTML and CSS markup, and interface for usability using WCAG 2.0 accessibility guidelines.

Hirable / UI/UX Intern
San Francisco, CA / 2014

Implemented a user-driven, iterative design process and prototyped for mobile and desktop platforms using Bootstrap components.