

Helen Li How

Lead Product Designer

helenli.co \ helenmqli@gmail.com \ +1 209 648 7140 \ +65 8687 9299

WORK EXPERIENCE

Product Design Consultant – Freelance

July 2022 - Present \ Remote

Helping clients translate their vision into simple and impactful digital experiences.

Lead Product Designer – PayPal

Aug 2022 - Sep 2023 \ San Jose, California

Leading the strategic design for all customer-facing help & risk experiences at PayPal.

Senior Product Designer – PayPal

Jun 2020 - Aug 2022 \ San Jose, California

Led design initiatives for customer support agents, consumer risk policies, and customer-facing help experiences at PayPal.

Product Designer – Turo

May 2019 - Mar 2020 \ San Francisco, California

Designed and enhanced experiences on the host platform for the car sharing marketplace.

Product Designer – Wayfair

Jul 2018 - Apr 2019 \ Boston, Massachusetts

Crafted shopping and marketing experiences that hit key results of increased engagement, conversion, and add to cart rate.

UX Researcher – Genospace

Jul 2017 - Jun 2018 \ Cambridge, Massachusetts

Created experiences for products in applied precision medicine by conducting contextual user research and designing user interfaces.

UX Researcher – Collab

Jan 2016 - Dec 2016 \ Lisbon, Portugal

Conducted UX research for the redesign of software for supervisors of contact centers in Europe and South Africa.

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction
2016 \ Pittsburgh, Pennsylvania

University of California, Santa Cruz

Bachelor of Molecular Biology,
Bioinformatics
2015 \ Santa Cruz, California

SKILLS

A/B Testing \ Competitive analysis \
Contextual research \ Heuristic
evaluation \ Journey mapping \ Product
design \ Rapid prototyping \
Storyboarding \ Survey design \ UX/UI
design \ User testing \ Wireframing

TOOLS

Figma \ Miro \ User Zoom \
UserTesting.com \ Sketch \ Invision
Abstract \ Zeplin \ Framer \ Google
Analytics \ Adobe Creative Suite \
Microsoft Office

TECHNICAL

HTML \ CSS \ Swift \ Python

LANGUAGES

English (native) \ Chinese (limited)

SOCIAL

[linkedin.com/in/helenmqli](https://www.linkedin.com/in/helenmqli)