

Introduction

With extensive experience across Luxury e-commerce, Automotive, and Smartphone brands, delivering end-to-end digital products. Strong expertise in crafting UI, UX wireframe, map the journey and UAT. Proven track record of building scalable Design systems and product foundations aligned with brand guidelines, while collaborating closely with product, engineering, and commercial stakeholders to drive measurable business impact.

Previously a Digital Art Director in advertising, leading creative campaigns for BMW, Porsche, MINI, Samsung, and HUAWEI. Brings a deep understanding of UI, brand tone, and visual storytelling into scalable, conversion-focused product design.

Skills



Proficient in Figma and Adobe Creative Suite.

ContentSquare, Asana, Jira, Slack, Teams and Confluence for project collaboration.



AI experience:

Claude code / MCP / Google Stitch / Agent Skills / Magnific(freepik) / Figma Weave

Work Experience

Product Designer / PUIG / 3.2023 - Now Full-time

- Collaborated with cross-functional teams to deliver a white-label project, building up Design system and develop various components for business demanding. Upgrade the whole website and developed a comprehensive design system for in-house brand, such as L'artisan Parfumeur, Penhaligon's, KAMA Ayurveda, LOTOS, and Uriage. Working closely with the development, brand, and e-commerce teams, while presenting innovative ideas across various directions.

Product Designer / Cheil - Serviceplan - 2MR Lab / 2019 - 2022 Contractor

- Led UI/UX design for Volkswagen ID.Hub, responsible for interactive designs, wireframes, prototypes, content architecture, and building reusable components and design system.
- Designed the NFT project ZMAX website as the main UI/UX designer with 2MR Lab, leading wire framing and UI/UX efforts, also preparing the animation and export json file to developers.
- As a creative director, implemented the global launch campaign of Smart #1 concept car from idea to producing.

Group head of Design / Cheil / 08.2017 - 08.2019 Full-time

- Managed multiple advertising campaigns and digital products for Samsung's phone product line, ensuring alignment with brand and visual identity.
- Addressed design issues proactively, providing effective solutions and enhancing team efficiency.
- Trained and mentored junior artists and designers, fostering a collaborative culture and improving overall team performance.

Work Experience

Senior UI/UX Designer / Serviceplan / 07.2016 - 08.2017 Full-time

- Led UI/UX design for BMW Loyalty Programme and BMW One Account apps, overseeing ideation, execution, and delivery. Conducted user research, wire framing, prototyping, and UI design.
- Developed mobile games for Porsche's CRM to improve customer relationships.
- Designed landing pages, dashboards, and online applications using Photoshop and XD software.
- Revamped existing websites to enhance navigation, visuals, and search engine rankings.

Digital Art Director / Dajie / 06.2014 -05.2016 Full-time

- Archived plenty of recruitment H5 campaigns for different clients, such as Alibaba, 36Kr, BMW, Amazon, Baidu, Ferrero, etc. Design the recruit mobile game for team.

Digital Designer / VML / 09.2013 - 06.2014 Full-time

- Created digital image files for use in digital and traditional printing methods. Developed creative design for marketing packages, including print materials, brochures, banners and signs.

User Interface/ Interactive Designer / Crystal / 10.2011 - 08.2013 Full-time

- Participated in Beijing Olympic, Beijing Zhongguancun developed Pavilion, Hall Optics Valley of Wuhan East Lake, including UI design for the interactive exhibition and visual design with logo, VI, and poster, etc.

Screen Designer / Interone / 07.2010 - 06.2011 Full-time

- Completed full redesigns of Canon websites to improve navigation in Chinese version. Designed print materials such as brochures, banners and signs for BMW / Canon / Hilton, etc.

Education

MA – University of the Arts London, London, UK

BA – Hubei University of Technology, Wuhan, China

Interest

Camping / Hiking / Cycling / Swimming / Plant lover / Jewellery maker

Photography: <https://www.itsnicethat.com/articles/liling-cui-project-photography-150223>