

BENJAMIN LI

role Product Designer
based Zürich, Switzerland
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Product designer with a decade across spatial and digital design. I lead end-to-end, research to delivery – bridging user insight, system architecture, and implementation detail. I bring clarity to complexity.

Experience

- 11.2024 **RaiseNow** · Product Designer · Zürich
06.2026
- Driving product and design-system maturity across a growing multi-brand B2B SaaS ecosystem in the fundraising sector.
- Designed and shipped complex platform features, including multi-tenant, role-based user management.
 - Redesigned core campaign-creation flows – wireframes, interactive prototypes, and a functional prototype in code.
 - Design-system lead: set component standards, governance, and cross-team documentation.
 - Elevated UI standards through component governance, modernisation, and accessibility across brands.
- 04.2022 **Stream Ocean** · Founding Designer · Zürich
05.2024
- Sole designer shaping product, UX and brand for an early-stage AI-driven B2B ocean-tech startup.
- Led design of the 0→1 flagship data-analytics dashboard.
 - Built and implemented a design system, including CSS component structure.
 - Launched brand/CI and website in four weeks; directed pitch and creative strategy.
- 10.2022 **Cosmic Champs** · UX/UI Designer · Remote · Contract
12.2022
- Co-led UX and art direction for a mobile Web3 product.
 - Designed onboarding and wallet-integration flows for complex blockchain interactions.
 - Led UI redesign and brand refresh.
- 2014 **KCAP · EM2N · HASSELL · Architectus** · Architect & Urban Designer · Sydney ·
2024 Rotterdam · Zürich
- Delivered large-scale, competition-winning residential and mixed-use projects across Europe and Australasia.
- Developed complex system designs balancing commercial, spatial, and regulatory constraints.
 - Contributed to award-winning competition work requiring rigorous concept articulation.
 - Coordinated multidisciplinary teams – engineers, landscape architects, planners, authorities.
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Education

- 2015 **Master of Architecture** · University of Sydney
2018
- Academic exchange – Universität Stuttgart, DE.
- 2011 **B.Des in Architecture** · University of Sydney
2013
- Distinction average · Dean's List, 2011 & 2013 · Exchange – TU Berlin, DE.

Harvard · CS50x — Introduction to Computer Science · In progress

Interaction Design Foundation · UX Design Foundations

Udemy · The Web Developer Bootcamp — Colt Steele · In progress

Capabilities

Skills	Systems thinking · Interaction design · Design systems · Product strategy · User research · UX governance · UX writing
Tools	Figma · Webflow · Semantic HTML/CSS · React fundamentals · Adobe Suite · AI-assisted workflows
Languages	English (native) · Mandarin (fluent) · German (C1) · Dutch (intermediate)

Volunteer

08.2025 Present	Protect Our Winters CH · Web Designer Supporting digital presence and fundraising through UX and web design — applying platform and domain expertise to a cause that matters.
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About

Curious and systems-driven by nature — drawn to complex, cross-disciplinary problems and collaborative environments where design has meaningful impact.

Outside work, usually in the mountains, or immersed in music, cooking, and family life.

References	Available on request.
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