Ernest Li
product designer

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CURRENT ROLE

GoodRx: Lead Product Designer II
June 2020 - Present

Building zero-to-one products to encourage medication adherence and deepen user engagement.

Led design of patient experience for GoodRx Care telehealth service. Shipped multiple initiatives, with double-digit improvement to visit completion, refund rate, and CSAT.

RECENT ROLES

Tala: Head of Product Design
May 2018 - May 2020

Led an international design team building financial services for the underserved in Kenya, Mexico, Philippines, and India.

Launched a debit card + mobile-banking product in Mexico. Oversaw full redesign of Tala's global lineup of mobile apps, in partnership with Pentagram branding agency.

Thrive Market: Lead Product Designer
Aug 2015 - May 2017

First product design hire for D2C online health-grocery marketplace. Hired and managed the Product Design team.

Led end-to-end design for very first iOS and Android apps. Established foundational Thrive Design System.

Hulu: Product Designer
May 2014 - Aug 2015

Designed cross-platform TV experiences. Shipped a new user-onboarding flow, Android redesign, and Live TV feature.

EARLIER EXPERIENCE

2010 - 2014: Design roles at **Change.org** and **Fandango**

SKILLS

Design: UX+UI, iOS, Android, Web, information architecture, interaction, prototyping, motion, design systems, iconography, copywriting

Research: User interviews, surveys, field studies, usability testing, journey mapping, competitive analysis

Software: Figma, Sketch, Principle, Adobe CS, dscout, Qualtrics, Axure, Amplitude, Google Analytics, JIRA

Technical: HTML+CSS+JS, Github, Postman, Android Studio, Xcode

AWARDS

Google Play
Social Impact, Tala App
Best Apps, Thrive Market

Apple App Store
Best New Apps, Thrive Market

Webby Winner/Finalist
Health & Wellness, GoodRx Care
Best Streaming Video App, Hulu
Best Shopping App, Fandango

EDUCATION

New York University
Master's of Music

Occidental College
Bachelor of Arts, Biology