

Jack Li

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PROFILE

Architectural designer with 4+ years of experience delivering complex, cross-functional programs at scale. Founded Wayfeel (LLC), a mental health-focused emotional mapping app, owning the full product lifecycle from roadmap and user research through sprint execution and developer handoff — while concurrently managing \$800K global retail brand programs at Ralph Lauren across APAC and EMEA. Eager to explore roles promoting design/AI fluency, systems thinking, and a futuristic approach to the industry.

SKILLS

Design & Visual: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Rhino, SketchUp, Enscape, V-Ray, Lumion, Figma, Miro

AI & Generative Design: Midjourney, Runway, Veras, Claude and Claude Cowork, ChatGPT, Gemini, Copilot

Collaboration & PM: Agile/Scrum, GitHub, Smartsheet, Trello, MS Office (Excel, PowerPoint, Word), SQL (basic)

Technical Design: Revit, AutoCAD, Bluebeam (Revu)

Languages: English (Fluent), Cantonese (Fluent), Korean (Basic)

EXPERIENCE

Turner Construction

New York, NY

VDC Assistant Engineer

May 2026 - Present

- Design and fabricate 3D-printed scale site models (3' tall) end-to-end — from Revit model prep through slicing, print optimization, and printer maintenance — for use in client-facing sales presentations
- Build custom code-based tracking tool per project team specifications, consolidating bid status, steel/concrete erection progress, and schedule rate tracking into a single system
- Perform clash detection in Navisworks across coordinated BIM models, feeding conflict data into the custom tracker to flag constructability issues against schedule
- Develop logistics and site safety plans for preconstruction bid pursuits, translating BIM/Revit data into constructability and sequencing strategy for sales teams
- Apply Revit and Navisworks-based BIM modeling across physical (3D print), digital (tracker), and coordination (clash detection) deliverables — bridging design-stage data with precon sales and field production needs

Ralph Lauren

New York, NY

Design Manager, Global Retail

May 2025 - May 2026

- Piloted AI-integrated design workflows using Veras, Midjourney, and Claude across the full design pipeline from early concept visualization through production coordination, reducing stakeholder presentation iteration cycles by 25%
- Introduced generative AI tools and prompt engineering practices to the design team, building custom Claude-powered artifacts and workflow automation tools for prompt engineering and cross-regional coordination
- Led end-to-end design project management for branded retail experiences across APAC and EMEA, owning the full lifecycle from creative briefs and budgets through final delivery and handover to regional operations teams
- Produced multi-brand design documentation and high-fidelity visual deliverables under aggressive timelines, translating business requirements into detailed design specifications across Ralph Lauren's portfolio of retail concepts
- Owned the design QA and approval process across regional partners, ensuring adherence to design intent and brand guidelines through systematic review cycles and detailed redline feedback on production-ready deliverables

Kohn Pedersen Fox

New York, NY

Designer

June 2022 - Jan 2025

- Produced comprehensive design documentation for a high-profile \$1B+ luxury residential development in Miami, managing complex deliverables across a 2.45M sq ft program
- Developed and implemented comprehensive BIM standards as project BIM Lead, introducing a new innovative workflow early in Schematic Design phase, resulting in enhanced project coordination efficiency and new departmental best practices
- Trained 15+ team members on design tools and workflow automation techniques, driving improvements in team efficiency
- Developed detailed cost and scope analysis that identified a 35% reduction in billable area, directly impacting project budget and demonstrating data-driven design decision-making
- Pioneered early adoption of AI image generation tools (Veras, Runway, Midjourney) for client-facing visual presentations, establishing an early proof of concept for generative AI in the design workflow

EDUCATION

City College of New York, Bernard and Anne Spitzer School of Architecture

New York, NY

Bachelor of Architecture, Minor in Studio Art

August 2018 - May 2023

GPA: 3.85, Summa Cum Laude

Awards: 6x Dean's List, Alpha Rho Chi Bronze Medal, Castagna Study Abroad Scholarship, 2x Robert E. Markinson Design Award