

SELECTED WORK · AI SYSTEMS & SERVICE DESIGN

Designing Intelligent Systems for Complex Organizations

Selected work across AI systems, product transformation, service design,
and enterprise UX.

Chrys Li

AI SYSTEMS & SERVICE DESIGN · ENTERPRISE TRANSFORMATION · FRACTIONAL LEADERSHIP

POSITIONING / WHAT I DO

From complexity to buildable systems

Chrys Li helps organizations design AI-enabled products, workflows, and operating models — connecting strategy, user needs, business goals, technical constraints, and delivery into systems teams can actually build, launch, and improve.

Her work spans discovery, service design, UX architecture, workflow design, research, prioritization, requirements, delivery support, and adoption. The goal is not just better interfaces — it is better product decisions translated into clear, usable, buildable systems.

01

AI Systems & Workflow Intelligence

Context-aware assistants, AI-enabled workflows, decision-support, knowledge systems, governance-aware adoption, and AI operating models.

02

Product & Service Design for Complex Platforms

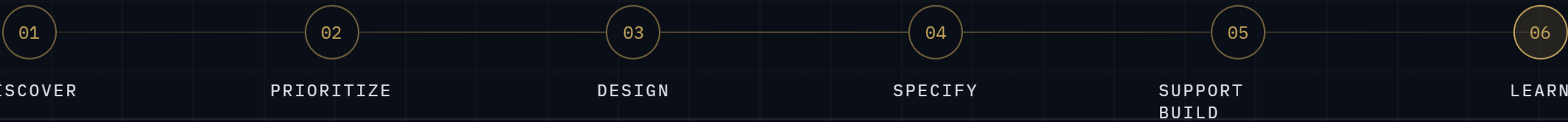
Discovery, research, information architecture, multi-role workflows, platform design, service ecosystems, and delivery-ready requirements.

03

Fractional Product / AI Leadership

Interim leadership for teams needing senior product judgment, system design, prioritization, execution alignment, and adoption support.

PROCESS



SELECTED WORK

Across sectors

Engagements span global enterprises, regulated industries, public-sector programs, healthcare and pharma, higher education, mobility, logistics, media, and AI-enabled platforms.

ORGANIZATION / BRAND	SECTOR	SIGNAL	REPRESENTATIVE CONTRIBUTION
[Confidential] Enterprise AI Knowledge Platform	Enterprise SaaS · Mfg Knowledge	Current AI work	AI knowledge workflows, context-aware system, phased rollout.
Livingston International	Trade · Logistics · Compliance	OS redesign	Unified fragmented legacy systems into one role-based platform.
Avis Budget Group	Mobility · Service Innovation	Service & venture	Product strategy across mobility, fleet, city and campus access venture initiatives.
GE B2B Platform	Global B2B · Manufacturing	Modernization	UX & IA for global B2B commerce and e-catalog (SAP Hybris).
JPMorgan Chase	Financial Services · IT Ops	Data-dense	ITSM change-management platforms, approvals and risk logic.
Pfizer — Consumer Health	Healthcare · Consumer Health	Research-led	Research, strategy and UX/IA execution
FedEx	Logistics · Service Innovation	Social tracking	Scoped Track-via-Twitter: flows, rules, API and metrics.
START-UP NY	Public Sector · Econ Dev	Program rules	Launch UX and complex lead-routing / eligibility logic.
A&E Networks	Media · Production	Rights systems	Service Design for rights and production management workflows.
GSK	Pharma · Healthcare	Regulated UX	Multi-year UX across a focused healthcare portfolio.
KPMG	Professional Services	Exec research	Research, strategy and UX/IA execution
AMD	Semiconductor · Technology	Analysis & IA	Competitive analysis, IA/UX Execution for Full site re-design
Higher Education	NYU · Pace · UVA · Darden	Institutional	Site redesign across universities and public-service schools.

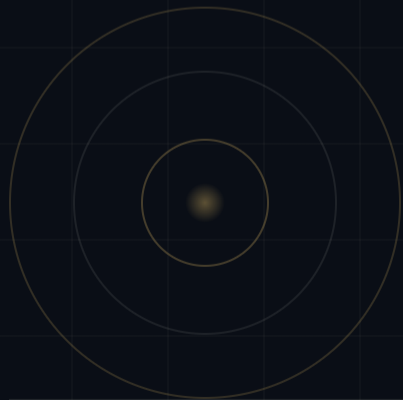
MINI CASE 01 · CONFIDENTIAL CLIENT

Enterprise AI Knowledge Platform

AI transformation — knowledge & decision system

Enterprise SaaS · Manufacturing Knowledge · AI Workflow Intelligence

3 YEARS · ONGOING



OUTCOME

Shifted product direction from static capture toward an AI-augmented knowledge and decision system — better input quality, more consistent evaluation, and a scalable foundation for organizational intelligence.

CONTEXT

An enterprise knowledge platform used by manufacturing organizations to capture, structure, evaluate, and operationalize distributed knowledge across global teams — supporting decision-making, evaluation, and continuous improvement.

CHALLENGE

The platform captured ideas but needed to evolve from static submission into AI-augmented decision support — finding where AI adds real value without introducing noise, risk, or governance issues.

INTERVENTION

- Defined where AI should operate — embedded workflow support, not a feature layer.
- Designed a context-aware assistant that adapts by user role and workflow stage.
- Structured idea and decision flows to raise input quality and downstream evaluation.
- Translated business needs into AI behaviors: clarity, feasibility, similarity, action planning.
- Aligned AI behavior with enterprise security, privacy, and technical constraints.
- Established a phased rollout: foundation → workflow expansion → intelligence layer.

AI SYSTEMS

CONTEXT-AWARE ASSISTANTS

ENTERPRISE ADOPTION

WORKFLOW INTELLIGENCE

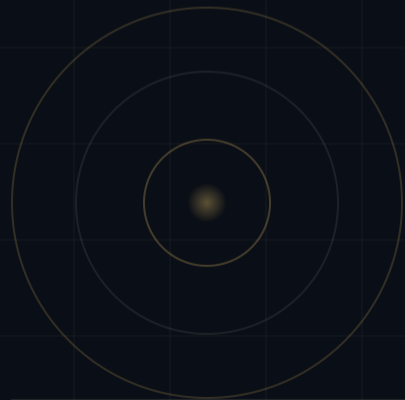
MINI CASE 02

Livingston International

Re-Architecting a Global Trade Operating System

Global Trade · Logistics · Compliance · Enterprise Operations

2.5 YEARS · MULTI-PHASE



OUTCOME

Created a cohesive operating platform replacing fragmented /legacy systems — improving consistency, visibility, compliance support, and decision-making across global trade workflows.

CONTEXT

A global trade management organization spanning customs brokerage, compliance, and post-entry services — supported by fragmented legacy systems and manual processes.

CHALLENGE

Replace siloed tools and inconsistent workflows with a unified, scalable platform — without disrupting mission-critical, time-sensitive operations across internal teams, brokers, clients, suppliers, and regulators.

INTERVENTION

- Operated as design and systems lead across analysis, system design, and delivery.
- Grounded the redesign in interviews and working sessions with internal and external users.
- Established a unified model — one system, process-driven — mapping end-to-end data and decision flows.
- Defined role-based workflows, permissions, workstations, dashboards, handoffs, and validation loops.
- Built a large-scale interactive prototype to validate logic and align executives, users, and engineering.
- Co-shaped roadmap and sprint sequencing to reduce rework and keep delivery moving.

ENTERPRISE TRANSFORMATION

COMPLIANCE WORKFLOWS

MULTI-ACTOR SYSTEMS

OPERATIONAL PLATFORMS

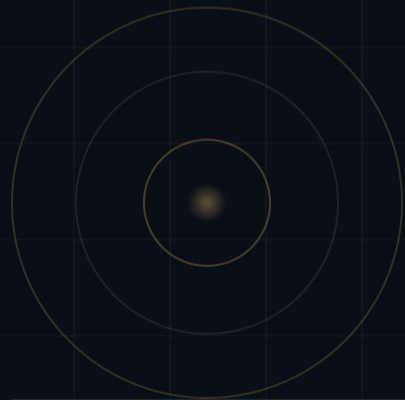
MINI CASE 03

Avis Budget Group

Mobility, Service Innovation & Product Exploration

Mobility · Transportation · Service Design · Customer Operations

MULTIPLE ENGAGEMENTS



OUTCOME

Helped shape new product and service directions across mobility, fleet, corporate, and customer experience — connecting business opportunities with user needs and digital execution.

CONTEXT

Multiple product and service design engagements across mobility, fleet, rental, customer experience, and venture-style innovation initiatives.

CHALLENGE

Avis Budget Group was exploring new mobility models, service extensions, corporate programs, city collaborations, and customer-facing experiences across a changing transportation landscape.

INTERVENTION

- Supported venture-style product explorations and practical service design.
- Worked on multimodal mobility concepts with city collaboration, including Los Angeles.
- Explored making vehicles available within the Apple campus environment.
- Worked on corporate site UX, Budget truck-rental expansion pilots, and fleet-management apps.
- Ran research and service design across customer, partner, business, and operations.
- Translated emerging mobility opportunities into usable service and product concepts.

MOBILITY INNOVATION

SERVICE ECOSYSTEMS

PRODUCT EXPLORATION

CUSTOMER OPERATIONS

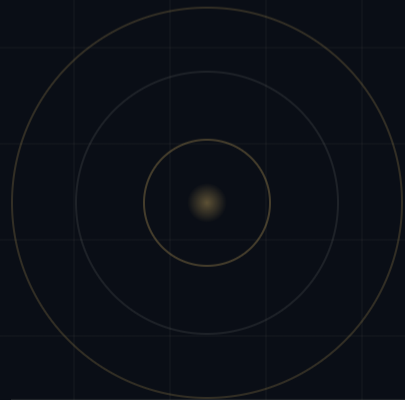
MINI CASE 04

GE

Global B2B Commerce & e-Catalog Platform

Manufacturing · Global B2B Commerce · SAP Hybris · Customer Experience

GLOBAL · MULTI-PHASE



OUTCOME

Supported the shift from fragmented regional systems toward a unified global commerce experience — improving customer productivity, consistency, and scalability.

CONTEXT

GE was replacing three outdated homegrown B2B commerce platforms and regional catalog tools with a single global e-commerce and e-catalog experience.

CHALLENGE

Move from standalone regional tools toward a unified global platform supporting commerce, product discovery, ordering, account workflows, and region-specific go-to-market needs.

INTERVENTION

- Led UX requirements and information architecture for the B2B and e-catalog experience.
- Designed core commerce components: search, product detail, price/availability, cart, checkout.
- Covered registration, navigation, order history, returns, quotes, notifications, and admin.
- Ran a customer workshop in Hungary with global GE Lighting customers.
- Translated customer, business, and platform needs into UX specs for implementation.

GLOBAL B2B PLATFORMS

CUSTOMER RESEARCH

SAP HYBRIS

ENTERPRISE COMMERCE

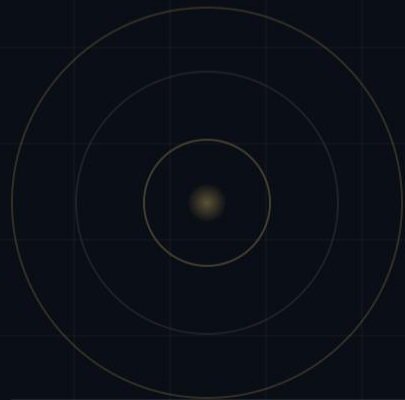
MINI CASE 05

JPMorgan Chase

Data-Dense Change-Management System

Financial Services · Global IT Operations · Internal Enterprise Systems

GLOBAL IT · INTERNAL



OUTCOME

Created a structured interface and workflow model for a complex internal operating system — making dense operational data navigable, actionable, and reviewable.

CONTEXT

An internal change-management system used by global teams to manage complex operational changes, approvals, risks, tasks, outages, documents, and post-implementation records.

CHALLENGE

Support high-volume, data-dense workflows while helping users understand state, risk, ownership, required actions, approval paths, and operational dependencies.

INTERVENTION

- Designed interim wireframes for the Change Management experience.
- Developed information architecture, user journey maps, responsive wireframes and technical specifications
- Designed record workflows: configuration items, risk, outages, tasks, docs, approvals, discussions.
- Addressed data density, role-specific views, approval states, accessibility, and long-session usability.
- Clarified how users create, review, approve, request info, or complete change records.

ENTERPRISE TOOLING

DATA-DENSE UX

WORKFLOW STATE

GLOBAL IT OPERATIONS

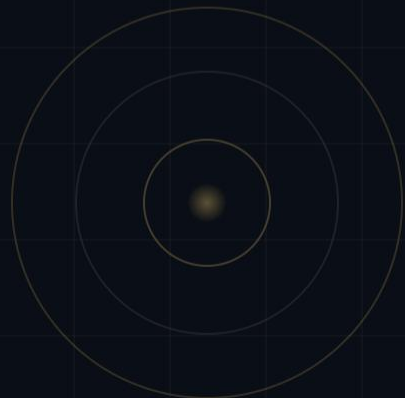
MINI CASE 06

Pfizer

Research-Led Health Experience Strategy

Healthcare · Pharma · Consumer Health · Content Strategy

GET HEALTHY STAY HEALTHY



OUTCOME

Created an evidence-based foundation for a broader, more usable consumer-health experience — aligning audience strategy, content, search, and interface.

CONTEXT

Pfizer's Get Healthy Stay Healthy initiative needed to expand audience reach and reorganize how health content, tools, and user needs were presented.

CHALLENGE

Build a research-backed strategy for broader reach and usability — restructuring the experience around how people seek, understand, and act on health information.

INTERVENTION

- Led research: surveys, interviews, competitive and secondary analysis, and usability testing.
- Developed strategy, personas, SEO analysis, content inventory, IA, wireframes, and sitemaps.
- Connected audience needs, search behavior, content structure, and journeys into one model.
- Translated research findings into actionable UX and content direction.

HEALTHCARE RESEARCH

PHARMA UX

CONTENT STRATEGY

AUDIENCE EXPANSION

SELECTED ENGAGEMENTS

Additional selected work

FedEx

LOGISTICS · SERVICE INNOVATION

Scoped an early social media connected package-tracking experience — user flows, stakeholder requirements, service rules, API constraints, QA, and success metrics.

START-UP NY

PUBLIC SECTOR · ECON DEV

Launched a startup-acceleration web presence and mapped complex lead-routing across eligibility, business type, region, campus preference, and responder teams.

GSK

PHARMA · HEALTHCARE

Multi-year UX support across multiple global digital properties for a focused healthcare portfolio.

KPMG

PROFESSIONAL SERVICES

On-site research with CFOs at KPMG's annual conference to inform a digital experience redesign. Followed by experience design

AMD

SEMICONDUCTOR · TECHNOLOGY

In depth competitive analysis and information architecture

A&E Networks

MEDIA · PRODUCTION

UX for rights and production management workflows across media operations.

Higher Education

NYU STERN · NYU WAGNER · PACE · UNIVERSITY OF VIRGINIA · UVA DARDEN

Site redesign and UX work across university, school, and public-service education contexts.

RESEARCH & LAB WORK

Current AI systems research

Beyond client work, Chrys actively develops AI systems research and prototypes — focused on context architecture, AI-assisted review, knowledge preservation, and multi-agent operating structures.

01

Context Architecture

A design framework for reliable LLM systems: what the model knows, what it ignores, what context is assembled at runtime, and how behavior is tested.

02

Mesh Sentinel

An AI-assisted coherence layer for complex specs — detecting contradictions, missing decisions, workflow drift, and implementation risk before teams build.

03

AI Knowledge Preservation

A method for capturing expert knowledge as structured maps, private assistants, and usable organizational intelligence — for teams at risk of losing institutional knowledge.

04

AI Operating Layer

Research into continuity, coordination, and observability for multi-party AI workspaces — how humans and AI maintain shared context across tools, agents, and decisions.

Research areas connect directly to client work in AI enablement, product transformation, service design, and enterprise adoption.

Ways to work together

01

Fractional Product & AI Systems Lead

Senior product judgment, AI systems direction, prioritization, UX architecture, delivery alignment, and adoption support.

02

AI Enablement Discovery

A short, structured engagement to find where AI creates real value, where it adds risk, and which pilot to build first.

03

AI Knowledge Preservation Pilot

Capture SME knowledge, structure it into usable maps, and turn it into a private AI-supported knowledge layer.

04

Product / UX Transformation Program

For organizations modernizing complex platforms, workflows, service ecosystems, or internal systems.

05

Speaking & Workshops

Talks and workshops on AI systems, context architecture, service design, and designing intelligent systems inside complex organizations.

GET IN TOUCH

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NEW YORK · OPEN TO GCC / UAE

The work connects strategy to execution — what should be built, how it should work, how people will use it, and how teams can deliver it responsibly.