alice lei

product designer

www.alicelei.design
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experience

Alice Designs Consulting | consultant
December 2016 - Present

- Partnering with small businesses to solve their business problems. Deliverables include research insights, high fidelity designs, and prototypes

- Managing roadmap vision, delivering quality product launches on-time

- Mentoring and guiding junior designers, fostering their professional growth

Fast Radius | product designer
October 2021 - December 2022

- Led the end-to-end design process of a core sales platform, from ideation to implementation, resulting in 95% increase in user engagement and 90% improvement in user satisfaction

- Increased sales revenue by 60%, exceeding Q4 revenue expectations

- Collaborated closely with product managers, engineers, and stakeholders to define product vision and roadmap, ensuring alignment with business goals

- Facilitated a design workshop, creating an inclusive and creative space for users to explore and generate new ideas

- Conducted extensive user research, including surveys, interviews, and usability testing, to gather insights and validate design decisions, resulting in a 85% increase in conversion rates

- Presented design concepts and findings to executive leadership, advocating for user centered design principles and securing buy-in for design decisions

- Continuously monitored and evaluated design trends and emerging technologies, incorporating relevant innovations into design processes

IMAX | product designer
October 2018 - September 2021

- Successfully led the design of the Feature Versioning App, resulting in a 100% increase in user engagement and a 95% boost in user satisfaction

- Designed intuitive and visually appealing user interfaces using industry-standard design tools (e.g., Sketch, Figma, Adobe Creative Suite), receiving positive feedback from users and stakeholders

- Implemented a user-centered design system that improved design consistency across multiple products, reducing development time by 85%

For my entire experience, please visit my linkedin.

skills

- User-centered design
- User research
- Interaction design
- Prototyping
- Information architecture
- Visual design
- Design thinking
- Usability testing
- Design systems
- Wireframing
- Agile methodologies
- Project management
- Collaboration
- Problem solving
- Adobe creative suite
- Figma
- HTML/CSS (basic)

education

UC Santa Cruz

June 2010

BA in Psychology

hobbies

- Swimming
- Surfing
- Trying new recipes