Alicia Lee

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PORTFOLIO

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EXPERIENCE

Push Operations

Senior Product Designer • October 2023 - Present

- Interaction design, user experience design, user interface design, user research, design systems

- Brought on to redesign an app that was designed by developers

- Joined the Payroll and Integrations team, which had previously lacked a designer. This segment of the application exhibited design gaps, leading to numerous logging and reporting issues. I addressed these challenges by collaborating closely with sales, developers, and the Chief Technology Officer to gain a deeper understanding of the product and identify optimal design solutions

- Found a design system and implemented it into the app to deliver a consistent experience for the users

Ten Thousand Coffees

Senior Product Designer • October 2022 - August 2023

- Interaction design, user experience design, user interface design, user research

- Creating user-centric experiences that can scale, be translated worldwide, and meet our business goals

- Restructured the design system (ie, assigning design definitions, to ensure consistency across all platforms, enabling scalability, efficiency, and a cohesive user experience)

- In charge of integrating two different programs to enhance granularity, resulting in increased functionality within a single program

- User research to gain a deep understanding of user needs. ie. client user testing with interactive prototypes (3-5 sessions for every new feature) and learning about users through data metric tools like Amplitude

SmileCDR

Product Designer • May 2017 - September 2022

- Interaction design, user experience design, user interface design, illustration, branding, photography

- Designed health applications for health practitioners, admin, patients as well as businesses

- Started the design process from initial explorations to final design deliverables

- High fidelity mock ups, style guides, and prototypes using Figma, Sketch and InVision

- Performed user research through interviews, case studies, and journey maps

- Designed apps with accessibility and language translation considerations