

# alice lei

product designer

aliceleiux@gmail.com

www.alicelei.design

## experience

### IMAX - Product Designer

October 2018 - Present

- Leading design for core projects, Feature Versioning App, Title Bible App, & After Market Sales App from aligning with stakeholders goals, validation, research, ideation to launch. **Results:** Achieved 81% user satisfaction for FV App. Improved overall work efficiency of Title Bible by 90%.
- Maintaining UX and UI designs for Feature Theater Management App and Trailer Versioning App. **Results:** 83% of users felt FTM App improved their work efficiency. Successfully achieved a 100% user satisfaction for TV App.
- Working closely with the engineering team on development and quality assurance in an agile environment, ensuring all requirements are implemented as designed.
- Leading the design for IMAX's internal app design system.

### Oliveit - Product Designer Consultant

December 2015 - Present

- Led the end-to-end website design for Oliveit, a private chef and catering business in San Diego. **Result:** Successfully increased conversion rates by 30%.
- Collaborated closely with business owner, using storytelling to create and promote her companys brand identity.

### Sequana Health - Product Designer Consultant

May 2018 - October 2018

- Led the end-to-end website design for Sequana Health, helping scientists easily purchase CRISPR-Cas9 research supplies. **Result:** Successfully increased conversion rates by 25%.
- Managed the entire end-to-end design process from aligning with stakeholders goals, validation, research, ideation to launch.

For my entire professional experience, visit <https://www.linkedin.com/in/alicemlei/>

## education

### University of California, Santa Cruz

June 2010

Bachelor of Arts in Psychology

### Awwwards Conference SF

May 2019

Conference Attendee