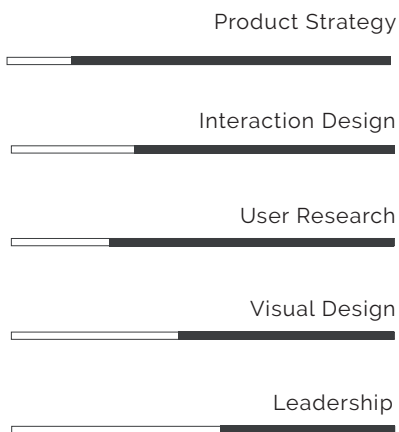


# ALICE BARTON

SENIOR PRODUCT DESIGNER

## EXPERTISE



## EDUCATION

### UX IMMERSIVE PROGRAM

General Assembly - Feb 2014  
Aynne Valencia and Christina Wodtke

### BA and MASTER'S IN EDUCATION

Boston College - May 2010  
Major: Biology Minor: Studio Art

## CONTACT

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Phone: (610) 716-6048

Portfolio: [www.alicewbarton.com](http://www.alicewbarton.com)  
Dribbble: [alicewb](https://dribbble.com/alicewb)

## PERSONAL STATEMENT

Using my rich experience of designing engaging science lessons for high school students, I excel at making my designs simple, clear, and easy to use. I have one mantra: Good design is all about **clarity**.

## EXPERIENCE

**HIRED | FROM SEP 2019 - CURRENT**  
Senior Product Designer

As the lead designer for the Candidate Experience team, I collaborate with our team's PM, EM, and other stakeholders to help improve the candidate experience on [Hired.com](https://www.hired.com) in conjunction with improving metrics for the company.

- Improved new user conversion by 40%.
- Led a switch to a better design tool for remote collaboration (Figma).
- Planned and managed several design sprints to synthesize user research, brainstorm diverse solutions, and create a comprehensive product plan.
- Helped establish a design system with very limited resources.

**CARE.COM | FROM OCT 2017 - JULY 2019**  
Product Designer

- Spearheaded research projects to help the company better understand our users and implement ideas that better serve them.
- Refined and implemented our new design system across the site and apps.
- Collaborated with product managers, copywriters, developers, and marketers to design and ship new features and feature improvements for caregivers.

**EDSURGE, PIPER, UIF, AND OTHERS | FROM 2014 - 2017**  
Contract UX/Product Designer

I began my design career working for edtech startups in the San Francisco Bay Area, where my passion and background in education was most useful.

- Boosted sales and retention at [Playpipe.com](https://www.playpipe.com) with a full redesign of the site.
- Collaborated with PMs and engineers to design and ship two research and development microsites for [EdSurge](https://www.edsurge.com).
- Created an interactive and responsive prototype for a multi-user, e-learning platform called "On-track", which helps students navigate their way to college.