# ALICE (JIE) LI

408-210-1452  |  alice4design@gmail.com  |  portfolio: [www.alice4design.com](http://www.alice4design.com) | Green Card Holder

## SUMMARY

Senior UX Designer driving growth and engagement across travel, loyalty, and AI-powered platforms. Improved checkout conversion by 3%, grew user base 250%, and doubled paid memberships through intuitive feature design. Specialized in AI interaction models, scalable design systems, and end-to-end product strategy.

## TOOLS & SKILS

- Figma / Adobe XD
- Sketch / Invision
- Illustrator / Photoshop
- Fullstory
- Hi-fi Prototyping
- User Research
- Usability Testing
- Journey Mapping
- Information Architecture
- User-Centered Design
- Data-Driven Design
- AI-Human Interaction
- Design System
- Scalable Frameworks
- Storytelling
- Design Advocacy

## EXPERIENCE

**Brightline (High-Speed Passenger Rail Service)** | UX/UI Designer                    Jun 2023 - Present

- Increased member retention by a projected 25% by designing a new loyalty program UX from concept to launch, translating user motivations into key roadmap initiatives.
- Drove $2.53M annual lift and increased checkout conversion by 3.12% by redesigning the checkout flow to eliminate redundant steps and simplify user decisions.
- Lifted ancillary revenue by 15% by designing and launching new branded fare options, gift card payments, and one-click upgrades to simplify purchasing decisions.
- Delivered 10+ product enhancements across booking, trip management, account, and support touchpoints on web, app and email, improving ecosystem consistency and reducing support tickets by 15%.
- Accelerated feature delivery across web and app by evolving the design system with scalable templates, improving cross-functional team efficiency and product consistency.

**PointsYeah (World's Leading Rewards Travel Platform)** | Product Designer                    Aug 2024 - Present

- Grew the total user base by 250% and improved CSAT by 90% by redesigning the end-to-end website experience with streamlined user flows and a clear visual hierarchy.
- Doubled paid memberships from 250K to 500K in 6 months by designing and launching exclusive features that created a key competitive advantage.
- Drove user adoption for a new mobile app by leading its UX design, defining the core navigation, interactions, and visual system from concept to a successful launch.

**Rozie Synopsis (AI Event Insights Platform)** | Product Designer                    Mar 2025 - Apr 2025

- Redesigned an AI editor tool for summarizing and customizing event insights, leading to successful adoption by new enterprise clients and a measurable lift in user satisfaction.
- Shaped the AI feature roadmap and adoption strategy by conducting user research that uncovered key insights into building user trust in AI-generated content.
- Defined AI interaction flows balancing automation with user control, ensuring trust, flexibility, and reduced cognitive load.

**Larch Design (Product Design Studio)** | Product Designer                    Feb 2020 - Dec 2022

- Designed and shipped 4 client products (2 mobile, 1 desktop, 1 web), leading the end-to-end design process from initial concept to high-fidelity prototypes.

**Studio 3 Design (5-Star Architectural Studio in Los Gatos)** | Architectural Designer                    Aug 2015 - Feb 2022

- Successfully designed for 100+ single-family residential projects which met and exceeded clients' expectations.

## CERTIFICATE

**Journey Mapping** | Interaction Design Foundation (2022)        **Google UX Design Certificates** | Google (2021)

## EDUCATION

**University of California, Los Angeles** | M.Arch Architecture        **Southeast University, China** | B.Arch Architecture