Alice Li
UX/UI Designer
[portfolio: www.alice4design.com](http://www.alice4design.com)

Green Card Holder

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SUMMARY

- 5+years skilled UX designer with a focus on aligning design decisions with business objectives through human-centered design and data analysis.
- Exceptional adaptability to fast-paced and constantly changing environments, confidently tackling any challenges that arise.
- Excellent communication skills and ability to present design concepts to clients and stakeholders.
- Comfort and skilled in working in a fast-paced environment & cross functional teams.

EXPERIENCE

UX Designer   **Feb 2023 - Present**
Terra Solar / Solar canopy kit startup
- Lead two UX designers to design a B2C website from zero to one.
- Developing the best design strategies & ensuring client satisfaction.
- Conducted competitive analysis, user survey and interview.
- Excellent experience with design tools such as Figma, Adobe Creative Suite

UX Designer   **Feb 2023 - Present**
La Cocina / Nonprofit kitchen incubator
- Revamp the website for "Mama Lamees" to enhance branding and increase conversion rate.
- Analyze website performance data to inform design decision.
- Implement new features and revisions in Wix and Square.site.
- Excellent experience with design tools such as Figma, Adobe Creative Suite

UX/Architectural Designer   **Feb 2022 - Dec 2022**
Larch design / self-employed design firm
- Led the design process to deliver exceptional user experience for clients.
- Designed and drafted detailed construction drawings and 3d renderings for building permits and construction.

UX Designer   **Jan 2018 - Jan 2020**
Joylink / Social networking startup
- Collaborated closely with the founder and engineer to define product goals and translate them into user-centered design solutions.
- Conducted user research to identify target audiences and create user journey maps that informed the design process.
- Ideated on new features and translate them into wireframes and prototypes that met user needs and business objectives.
- Successfully shipped 3 native iOS projects in the App Store.

Architectural Designer   **Aug 2015 - Feb 2022**
Studio 3 design / high-end residential design firm
- Led the design team in delivering high-quality results within the agreed-upon timeline, meeting the client's expectations.
- Conducted client interviews and site research to inform design decisions.
- Developed detailed construction drawings and 3d renderings.
- Successfully designed for 100+ single-family residential projects.

TOOLS

Figma
Adobe Creative Suite
InVision
Adobe XD
After Effect
Sketch
Miro
WIX/Square.site
CSS
HTML

SKILLS

Design thinking
User research
Usability Testing
Competitive Analysis
Journey Map
Information Architecture
Wireframe
Prototyping
Interaction Design
Visual Design
Presentation

CERTIFICATES

Journey Mapping
Interaction Design Foundation Mar 2022

Gestalt Psychology and Web Design
Interaction Design Foundation Mar 2022

Google UX Design Certificates
Oct 2021

EDUCATION

University of California, Los Angeles
M.Arch Architecture

Southeast University, China
B.Arch Architecture