

ALICE HALTER

PRODUCT DESIGNER

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SKILLS ● EXPERIENCE

Rapid Sketching
Wireframing & Prototyping
Usability Testing
Design Thinking Facilitation
UX Research
User Flows & Journey
Persona Generation
Information Architecture
Stakeholder Engagement
Product Strategy
Project Management

TOOLS

Figma
Sketch
Invision
Axure RP
Mural
Miro
User Testing
Optimal Sort
Maze

● AMERICAN EXPRESS | JAN 2022 - PRESENT

Product Designer, Dec 2022 - Present

Associate Product Designer, Jan 2022 - Dec 2022

- Design and deliver projects from concept to launch, collaborating with cross-functional partners to meet user and business needs
- Conduct and synthesize user research to leverage alongside metrics to identify opportunities and validate design decisions
- Communicate concepts to teammates and stakeholders through user flows, sketches, wireframes, and prototypes
- Transform 22-step, 12-month analog marketing process to 6-step, self-service digital solution with MVP task success of 98%
- Facilitate workshops with cross-functional partners to influence product roadmaps
- Implement processes such as design QA and the org's first pattern library

● HANDL HEALTH | NOV 2021 - OCT 2022

Product Designer

- Delivered responsive MVP design of B2C platform disrupting \$3.3T industry
- Evangelized usability testing to validate design decisions
- Managed junior designer and established regular design critique cadence for bidirectional feedback
- Led search and booking experience for appointments with usability of 81.4 (A) and 85% CSAT
- Collaborated with developers to ensure design integrity and feasibility
- Designed Handl's first design system for patient and provider facing products

● THERANOVA | SEPT 2021 - DEC 2021

Contract UX Designer

- Designed native Android app for \$1.5 MM NIH-funded clinical research study
- Defined technical constraints and feature requirements through executive stakeholder interviews
- Led prioritization and design studio to align team of 2 designers on direction
- Validated designs through usability testing to deliver high-fidelity solution with 100% task success rate

● BALSA | SEPT 2021 - OCT 2021

Contract UX Designer

- Collaborated with 5 designers to deliver MVP solution and product strategy for real estate advising startup
- Established baseline usability metrics and increased user satisfaction by 12% in single iteration

● EDUCATION

GENERAL ASSEMBLY

User Experience Design Immersive

EMORY UNIVERSITY

B.S. Biology, minor in Dance, 3.98

Honors: Phi Beta Kappa, Dean's List