







creative entrepreneur & designer

CONTACT

-  619.623.2930
-  aliceleiux@gmail.com
-  San Diego, CA
-  www.alicelei.design

EDUCATION

USER EXPERIENCE/USER INTERFACE CERTIFICATION

General Assembly
Certified 2017

BACHELOR OF PSYCHOLOGY

University of California, Santa Cruz
Graduated 2010

SKILLS

- User Research & Personas
- Wireframing & Prototyping (Figma)
- Journey Mapping & Information Architecture
- Design Systems & Accessibility
- Cross-functional Collaboration
- Usability Testing
- Front-end Understanding (CSS, HTML, React)
- Data Visualization

alice lei

EXPERIENCE

FOUNDER

derma bestie

2024 - Present

- Manage daily operations and ensure adherence to treatment protocols and quality standards
- Conduct personalized consultations and develop customized skincare regimens to address diverse client needs, focusing on visible results
- Perform advanced treatments, including chemical peels, microcurrent, and LED light therapy, with a focus on hyperpigmentation, acne control, and anti-aging solutions
- Develop marketing campaigns to promote facial treatments, boosting sales by 88%
- Maintain knowledge of current beauty trends, educating clients on new products and techniques

PRODUCT DESIGN CONSULTANT

Alice Designs Consulting

2016 - Present

- Partner with businesses to solve their business problems. Deliverables include research insights, high-fidelity designs, usability testing findings, and prototypes
- Manage roadmap vision, delivering quality product launches on time
- Mentor and guide junior designers, nurturing their professional growth

PRODUCT DESIGNER

Fast Radius (3D Printing & Manufacturing)

2021 - 2023

- Led the redesign of internal tools to improve quoting, order fulfillment, and customer service for advanced manufacturing clients.
- Collaborated with cross-functional teams to build web-based systems that optimized speed, accuracy, and data visibility.
- Worked closely with operations, engineering, and customer success teams to ensure tools met stakeholder needs.
- Participated in user research and analysis, contributing to more inclusive and intuitive interface design.