

Alice Sung

Senior UX Designer | Identity, Authentication & Growth UX

📍 New Jersey, USA & New York, USA

WORK EXPERIENCE

Senior UX Designer - Identity & Authentication

Expedia Group - July 2022 -Present, NJ/Remote.

- Led UX strategy for authentication and member growth initiatives by balancing user trust, business growth, and system constraints.
- Drove data-informed design decisions using quantitative research and analytics (CJA) to identify high-impact conversion moments.
- Partnered with Product, Engineering, Research, Legal, and Marketing to evaluate trade-offs across conversion, compliance, and platform constraints.
- Drove the shift from static entry points to contextual interactions aligned with user intent and business impact.
- Influenced product strategy through risk-based UX evaluation, including recommending against launching a cross-brand account merge feature due to fraud and financial exposure.
- Defined design strategy and scalable experience frameworks within an established design system, influencing leadership decisions on prioritization across multiple product initiatives.

Recent Impact:

- Validated UX hypotheses through live experimentation, resulting in a 16% increase in authentication rate within 5 days without negatively impacting booking completion.
- Informed product discussions by modeling the potential impact of increased authentication interaction, including estimated incremental sign-ins at scale.
- Identified and surfaced security, fraud, and financial risk scenarios, contributing to product decisions that prevented high-risk feature launches and potential revenue loss.

UX Designer - Account Servicing & Financial Platforms

Citi - OCT 2021 - June 2022, NYC.

- Optimized user experiences within a regulated financial services environment, balancing usability, compliance requirements.
- Partnered with product, engineering stakeholders to deliver experiences aligned with enterprise-level governance and risk standards.
- Contributed to complex workflows involving sensitive user data and system constraints.

UX Designer/Front-End Developer

Northstar Travel Group - OCT 2015 - OCT 2021, Secaucus NJ.

- Designed and developed responsive digital products that generated ~\$400K in business value.
- Improved registration and engagement through UX-driven conversion optimization.

CONTACT

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INDUSTRY KNOWLEDGE

Technical Skills

- Figma, Sketch, AdobeXD, Miro, and Analytics (CJA)
- Prototyping and wireframing
- Design systems and component libraries
- User research and usability testing
- Information Architecture
- Responsive mobile design includes iOS and Android
- HTML/CSS/JS basics
- A/B testing and analytics
- Accessibility compliance

Soft Skills

- Stakeholder communication
- Problem-solving & Critical thinking
- Presentation & storytelling
- UX Strategy & Decision Making
- Product strategy & Product design
- Cross-Functional Collaboration
- Empathy & user advocacy
- Feedback integration & iterative design thinking

Domains

- Identity & Authentication System
- Financial Account & Identity Management
- Growth & Conversion Optimization
- Digital Self-Service Platforms

EDUCATION

New Jersey Institute of Technology (NJIT)

Bachelor of Digital Design
(Production Track)

2010-2015