Alex Le

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SUMMARY

Multidisciplinary product designer and SaaS operator with a proven track record in crafting intuitive digital experiences and scaling acquired businesses. 5+ years of experience leading end-to-end UI/UX design across eCommerce and B2B SaaS, with a focus on usability, conversion, and design systems. Founder/operator of a holding company acquiring and growing Shopify apps, combining design-driven product development with hands-on financial and strategic execution. Skilled in Figma, UX research, GTM strategy, and SaaS metrics (MRR, CAC, LTV), with a strong grasp of Shopify ecosystem dynamics, due diligence, and PLG growth models. Known for bridging creative and commercial thinking to deliver both exceptional user experiences and measurable business outcomes.

EXPERIENCE

Founder

Callio   **January 2022 – Present, Atlanta, Ga**

· Cofounded Complect in 2020, a financial compliance software that provided compliance consultants and financial advisories with an all-in-one tool to manage their compliance systems. From 2020 to 2024, bootstrapped the business from pre-revenue to high-5 figure MRR.
· Acquired Picture It in 2023, a Shopify app that helps art sellers increase sales and conversions through live previews and augmented reality. Grew business 300% in the span of 1.5 years.
· Consulted in product strategy and design for multiple international startups across different industries including Real Estate, AdTech, and HR software.

Product Designer

FanDuel   **July 2021 – Present, Atlanta, GA**

· Led end-to-end design across multiple products by creating user flows, information architecture charts, wireframes, prototypes, and high fidelity UIs with Figma.
· Contributed to and and helped maintain components in the internal FanDuel Formation design system.
· Ran user interviews and conducted surveys to uncover key pain points in the Sportsbook user journey.
· Collaborated with marketing across two campaigns to deliver primetime television advertisements.

UX Designer

OneTrust   **May 2020 – July 2021, Atlanta, GA**

· Designed intuitive interfaces and user experiences for third-party risk management and compliance software.
· Facilitated cross-functional team collaborations to align stakeholders and execute on roadmaps based on research findings.

EDUCATION

Bachelor of Fine Arts – Graphic Design Focus

University of Georgia · Athens, GA · 2020

SKILLS

Wireframing & Prototyping (Figma, FigJam)

User Research and Usability Testing

Design Systems & Component Libraries

Interaction Design (UI/UX Patterns)

No-Code Tools (Webflow, Airtable, Zapier)

M&A, Due Diligence, & Financial Modeling

Product-Led Growth (PLG)