

# Alice Lee (they/them/theirs)

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**UX'er with experience leading UX research, software design, and game design projects. Passionate about accessibility, inclusivity, and role-playing games.**

- UXR skills: Project management, interviews, surveys, usability tests, think-alouds, Tableau, Qualtrics
- UXD skills: Figma, Adobe Photoshop, Adobe Illustrator
- Programming languages: R, SQL, Javascript, Python, Java, HTML/CSS
- Favorite games: Hades, Star Wars KotOR II, Apex Legends

## Projects

**Sapphic dating experience redesign** | UX researcher May - Jun. 2021

- Prototyped a mobile dating app targeted toward queer women and non-binary people
- Conducted generative research by interviewing queer dating app users about their dating experiences
- Created UX and CX design artifacts including journey maps, personas, and affinity diagrams

**Game time tracker product design** | UX researcher, UX designer (solo project) Apr. - May 2021

- Researched, wireframed, and tested a game time journaling web app concept
- Designed and conducted surveys and interviews, created wireframes using Figma, and iterated on prototype based on usability test insights from video game players
- Presented MVP at Out in Tech Mentorship Graduation

**WA State unemployment eligibility form redesign** | UX researcher Oct. - Dec. 2020

- Collaborated in a team of 5 to evaluate, redesign, and digitize a state unemployment eligibility form
- Interviewed and conducted think-aloud usability tests with target audience members in 4 different states in order to identify usage patterns and pain points in existing services
- Applied research insights to high-fidelity prototype such as limiting questions to one per page and adding hover tooltips to explain specialized terminology

**Smash.gg UX evaluation** | Project manager, UX researcher Apr. - Jun. 2019

- Managed a team of 5 in evaluating the UX of popular esports management platform smash.gg
- Surveyed 30 users in the local competitive gaming community to identify surface-level usage habits
- Interviewed 4 local fighting game community organizers to focus on tournament organizing use
- Identified and implemented UI changes with the design team such as moving the login button, condensing the sidebar from 13 to 6 options, and adding a "My Tournaments" page

## Education

**University of Washington, Seattle** Sep. 2020 - Aug. 2021

Master of Science in Information Management, User Experience specialization

**University of California, Irvine** Sep. 2016 - Mar. 2020

Bachelor of Science in Informatics, Human-Computer Interaction specialization

- Outstanding Contribution to Research Award

## Volunteering

**IGDA Games User Research SIG** | Mentorship admin Jun. 2020 - present

- Updates mentorship program website information, coordinates with other steering committee staff

**UCI ICS Student Council** | Co-president May 2019 - Jun. 2020

- Led a club dedicated to building an academic, social, and professional comp sci student community at UCI