

# alice tu

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## EXPERIENCE

### Chorus.ai

#### Product Designer & Team Lead, May 2019 - present

- contributing designer & design team manager (Apr 2020)
- key contributions: designed roles, permissions & data access management for enterprise clients; led a full product redesign resulting in increased usage & satisfaction (NPS); established a user research process to guide product decisions
- skills: design system setup & maintenance, user research & testing, performance reviews & leveling

### Magoosh

#### Product Designer, January 2017 - May 2019

- solo designer supporting several product lines on mobile & desktop
- key contributions: redesigned the GRE mobile app & increased 1-mo retention by 25% (rolled out the new design to 11 other exams); redesigned the high school dashboard & increased usage by 30%
- skills: led exploratory design sprints, ran user interviews & testing, analyzed data, designed & ran A/B tests to inform product decisions

### Freelance

#### UX Designer, July 2016 - December 2016

- skills / deliverables: user research, usability testing, wireframes, prototypes & final UI for educational mobile apps

### Elevate / Mindsnacks

#### Operations Manager & Company Chef, June 2012 - April 2016

- ran daily operations for a mobile educational games startup
- skills: payroll & benefits, hiring & employee onboarding, quarterly financial reporting

## EDUCATION

### University of California, Berkeley

#### B.S. Environmental Economics & Policy, 2010

- Highest Honors
- Phi Beta Kappa

## SKILLS

UX, UI design  
User research & testing  
Facilitating sprints  
A/B Testing  
Data analysis, SQL  
HTML5, CSS

## TOOLS

Figma, Sketch  
Abstract, Zeplin  
InVision  
Docs & Sheets  
Amplitude, Mixpanel

## ALSO

Surfing, cooking,  
Bluegrass guitar