

## Alice M Cook

Product Design Lead in Brooklyn, NY

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Product designer with 8 years of experience designing and scaling systems across fintech, AI tools, civic tech, and productivity platforms. Specialized in 0 to 1 design, data-informed UX, and design systems that drive measurable growth and impact.

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### Experience

#### **Lead Product Designer, Office of Eric Schmidt, New York, NY** Jan 2022 - Sep 2025

Sole product designer and user research lead on the Technical Projects Group team, responsible for end-to-end design processes and execution.

- Designed and launched 0 to 1 products resulting in 30% customer base growth across partner organizations.
- Created tools including: a scientific protocol enhancement platform, AI media asset finder, civic canvassing chatbot, social data analytics tool, and a tech-for-nonprofits matching platform.
- Partnered with cross-disciplinary teams to define UX vision, conduct user testing, and align design goals with technical feasibility.

#### **Product Design Lead, Nulab Inc., New York, NY (Remote)** Aug 2020 - Dec 2022

Led a distributed design team supporting over 4M global users across productivity tools: Backlog, Cacoo, and Typetalk.

- Directed the company-wide design system and brand refresh, ensuring visual and functional consistency.
- Drove the domain merge project, improving SEO and engagement across Asia and North America.
- Enabled faster iteration cycles through component-driven design and collaborative review frameworks.

#### **Mentor, UX/UI Design, Thinkful by Chegg, (Remote)** Sep 2020 - Dec 2020

Guided aspiring UX/UI designers through 1:1 mentorship, focusing on design fundamentals, portfolio development, and job readiness.

#### **Senior UX/UI Designer, JPMorgan Chase & Co., New York, NY** Nov 2016 - Aug 2020

Led UX design for digital payments across credit card, auto, and home-lending platforms, serving over 60M digital users.

- Designed and launched Chase Pay across iOS, Android, and web platforms, saw over 18% growth in the first 4 months. Led design for the Pay with Points feature on ecommerce sites like Best Buy and 1800-Flowers.
- Responsible for the point-of-sale user experience for checkout flows at cashiers and gas stations, improving usability based on user feedback.

## Graphic and Production Designer, Patrick Nash Design, New York, NY Oct 2014 - Oct 2016

Designed and managed digital and physical brand assets for architectural and signage projects.  
Built and maintained the company website and client relationships.

## Skills

- **Design & UX:** User-centered design, interaction design, information architecture, web design, iOS and Android mobile design, UX writing, content design, product strategy, data-driven design, design leadership
- **Prototyping & Tools:** High-fidelity prototyping (Figma, Sketch, Jitter, Adobe Creative Suite), Cursor AI, vibe-coding, wireframing, concept sketches
- **Research & Testing:** User research, user interviews, usability testing, A/B testing, quality assurance, user acceptance testing
- **Accessibility:** WCAG 2.1 AA compliance, inclusive design, accessibility audits
- **Technical:** HTML/CSS, generative AI, large language models (LLMs)
- **Collaboration:** Cross-functional alignment, presentations, design workshops, mentorship

## Education

Design Lab — Data Driven Design

General Assembly — Front-end Web Design

SUNY Purchase College of Art + Design — BFA Graphic Design

## Languages

English

Japanese