christiana lai

product designer

talk to me.

hello@christianalai.com
516 667 0490

skills & tools.

figma, sketch, principle, invision, prototyping, user interviews, usability testing, user research, copywriting, javascript, html, css

experience.

blockfolio product designer   jul 2018 - now

Leading research initiative to identify user pain points and to improve the app experience for novice and high-frequency investors. Collaborate with stakeholders to define the product vision and synthesize research to bolster design decisions. Produce effective solutions within technical limitations and iterate based on insight into user behavior.

priceline.com software engineer   nov 2015 - jul 2017

Built, improved, and shipped features for the responsive core Flights path (search, details, seatmaps, checkout, receipt) in an Agile environment using React and AngularJS. Monitored website traffic and debugged production app to ensure optimal performance and a successful booking experience. Implemented A/B tests and Google Analytics tags to identify best flows, improve user engagement, and increase conversion.

clearserve associate software engineer   nov 2014 - oct 2015

Designed and developed features for B2B portfolio-accounting and performance-reporting solution for Family Offices. Debugged and maintained platform functionalities to ensure smooth user experience and meaningful user interactions. Worked alongside design and back-end team to carry out concepts and client deliverables to increase robustness of the platform.

education.

pratt institute, digital product design   2018
new york university, psychology   2009 - 2013