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: Interviews, surveys, usability tests, heuristic analysis, think-alouds, Figma, Tableau
- Programming languages: R, SQL, Javascript, Python, Java, HTML/CSS
- Other skills: Project management, Adobe Photoshop, Adobe Illustrator

Experience

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

Hot Brass UX evaluation | UX researcher   Dec. 2019
- Performed heuristic evaluation on alpha version of Hot Brass, an upcoming real-time strategy indie game
- Created comprehensive report that included prioritized issues and suggestions for improvement, especially around accessibility and gameplay feedback

Researcher under Roderic N. Crooks | UCI Department of Informatics   Dec. 2018 - Jun. 2019
- Collected data on the profile creation forms of 12 popular mobile dating apps using deductive coding
- Performed background research on dating app market shares, created schemas for organizing coded data, and collaborated with Ph.D. researchers to identify additional sources
- Data published in ACM CHI 2020 Proceedings

Education

University of Washington   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

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

Hack at UCI | Marketing board   Dec. 2017 - Mar. 2020
- Marketed and organized weekend-long hackathons with 500 annual attendees