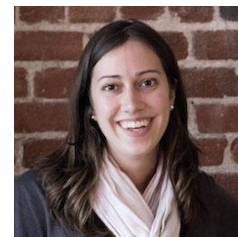


I'm Alice, and I create revenue by making digital experiences simple, clear, and easy to use.



CONTACT

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www.alicebarton.webflow.io
www.linkedin.com/in/alicebarton/

INDUSTRIES

2-way Marketplaces
Education
Cloud Computing
Affiliate Marketing

TOOLS

Figma
HTML/CSS literate
Also: Notion, Amplitude, Full Story, Linear,
Jira, Productboard, ChatGPT,
Usertesting.com, Nielsen Norman Group

SKILLS

Design sprints
User research
Prototyping
Design systems
End-to-end designs
Mentorship and teaching

EDUCATION

General Assembly UX Immersive Program
Graduated Feb 2014

B.A. and Master's in Education
Boston College
Major: Biology Minor: Studio Art
Graduated May 2010

Levanta

LEAD PRODUCT DESIGNER MAY 2025- MAR 2026

- As the first product designer, I increased engineer velocity 2–3x by creating a design system and distilling details about interaction, usability, and edge cases into specs and Figma files—so that engineers weighed down by UX decisions could focus on implementation details and shipping features.
- Spearheaded Paid Placements, a new product feature, in close collaboration with leadership and a team of engineers. Projected to generate \$1-2M ARR.

DigitalOcean

LEAD PRODUCT DESIGNER SEP 2023- JAN 2025

- Revamped the onboarding flow for App Platform, reducing completion time from 5 to 3 minutes and increasing user conversion from 34% to 50%.
- Pioneered a groundbreaking vision for the Marketplace team, integrating vendors with dynamic, usage-based billing, projected to boost annual revenue by an impressive \$3M.

Vendr

SENIOR PRODUCT DESIGNER AUG 2022 - JUN 2023

- Led the creation of a SaaS marketplace experience called “Explore”, complete with pricing by SKU, browsing by category, and comparing products and packages, which increased purchase requests by 17%.

Hired

SENIOR PRODUCT DESIGNER SEP 2019 - JUL 2022

- Improved new user conversion by 40% by creating a streamlined onboarding flow and greatly reducing drop-off.
- Revamped the product roadmap by championing design sprints, deeply understanding user needs, and fostering innovative solutions.
- Brought the organization to AA WCAG compliance by establishing rigorous accessibility guidelines in partnership with Deque.