I'm Alice Barton, a Senior Product Designer and former educator

Using my rich experience of designing engaging science lessons for high school students, I excel at making my designs simple, clear, and easy to use. I have one mantra: Good design is all about **clarity**.

CONTACT

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TOOLS

Figma
Sketch
Adobe Creative Suite
HTML/CSS literate
Also: Notion, Jira, Productboard, ChatGPT, Usertesting.com, Neilsen Norman Group

SKILLS

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

EDUCATION

General Assembly UX Immersive Program
Aynne Valencia and Christina Wodtke
Graduated Feb 2014

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

Vendr

SENIOR PRODUCT DESIGNER, EXPLORE AUG 2022 - JUNE 2023

- Led the creation of a SaaS marketplace experience called "Explore", complete with real pricing by SKU, browsing by category, comparing products and packages, and reviewing compliance information.

- Routinely user-tested prototypes to test for key metrics and obtain insights for further design iterations.

- Mentored more junior designers to help them discover better ways to improve their design process and bring value to the company.

Hired

SENIOR PRODUCT DESIGNER, CANDIDATE   JAN 2021 - JUL 2022

- Prioritized projects in collaboration with our team's PM, EM, and other stakeholders to improve user experience and hit company KPIs.

- Planned and ran several design sprints to synthesize user research, brainstorm diverse solutions, and create a comprehensive product plan.

- Collaborated with design and engineering to refine and create components for the company's design system.

PRODUCT DESIGNER, CANDIDATE SEP 2019 - DEC 2020

- Improved new user conversion by 40%.

- Led company stakeholders to switch to a better design tool for remote collaboration (Figma).

- Fought for accessibility across the site and established rigorous WCAG guidelines for the organization.

Care.com

PRODUCT DESIGNER, PROVIDERS OCT 2017 - JUL 2019

- Spearheaded research projects to help the company better understand our users and implement ideas that better serve them.

- Collaborated with product managers, copywriters, developers, and marketers to design and ship new features and feature improvements for caregivers.