Alix Han

User Experience Kung Fu Master

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Profile

A user experience design professional passionate about striking the prefect balance between functionality and aesthetics to derive ultimate user satisfaction.

Experience

Sr. User Experience Designer, Amazon Web Services; 07.2010 - current

Leading and managing all end-to-end UX efforts for a stealth startup group within Amazon Web Services including but not limited to: branding, information architecture, user flows, UI design, interaction design, visual design, rapid prototyping, marketing, creating optimal UX patterns for targeted users. Working closely in an Agile environment with program managers, developers, content writers, business stakeholders and testers. Providing thought leadership via mentoring designers within and outside of Amazon.

Associate Director of User Experience, ZAAZ; 02.2010 - 06.2010

Leading and assembling UX teams, provide strategic direction, and manage all aspects of the user experience function for our Microsoft accounts. Analyzing business and user goals to come up with strategy, tactics, goals and objectives. Provide thought leadership in different areas within user experience such as interaction design, social media, user experience patterns, via public speaking internally and externally.

Sr. User Experience Designer, Wetpaint.com; 04.2009 - 12.2009

Working towards bettering the user experience of the existing Wetpaint.com platform while innovating on new designs for future thinking. Collaborating closely in an Agile environment with developers, testers, program managers and business executives. Prototyping, information architecture, user flows, setting forth (and optimizing) user experience pattern and aesthetics/look and feel.

Sr. User Experience Lead, Microsoft Office Live Workspace; 06.2007 - 04.2009

Leading and managing a team of UX designers, user researcher and Silverlight integrator to innovate and create best user experience possible for Office Live Workspace users. Establishing UX standards while keeping in alignment with other MS partner properties. Collaborating closely with program managers, business partners, marketing, and dev teams to ensure all requirements are mindfully translated into thoughtful designs. Set forth design direction, create interactive prototypes and demos for usability tests, evaluate and continuously streamline team processes. Champion OLW personas and advocate user experience to ensure the end product meets user goals and business objectives of the organization.

UX Manager & Lead UX Designer, Zillow.com; Seattle, WA; 06.2005 - 05.2007

Manage and lead a team of designers and presentation layer developers. Create and set standards for design and art directions. Work closely with program managers, business partners, marketing, PR, and dev teams to ensure requirements are mindfully translated through design while ensuring good user experience. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, HTML page design and management, and development methodologies. Design, champion, and advocate user experience design to meet the business objectives of the organization. Establish online and offline style guides. Responsible for establishing design direction for the entire line of online services, products, programs, marketing and PR materials.

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Online Art Director, Seattle Times; Seattle, WA; 11.2004 - 06.2005

Work closely with online creative director to shape the creative direction for seattletimes.com, products, services, templates and graphic elements. Responsible for visual communication, graphic design, user experience of Web site products and direct all aspects of Web product design. Identify UI requirements, define project approach and author the user experience strategy. Set conceptual design and product direction based on industry research requirements. Responsible for supervising, coaching, and evaluating all direct reports and provide staff with ongoing and regular feedback, guidance and direction. Manage design resources, projects, and participate in researching, developing and planning additional online design services with a focus toward production implications and reducing operating costs. Act as liaison between print and online departments to facilitate and streamline daily production processes.

Sr. Interaction Designer, Washington Mutual; Seattle, WA; 10.2003 - 11.2004

Work closely with internal business partners and cross-functional project teams to provide thoughtful and creative recommendations for site architecture, navigation and other user interface elements for both early and late stage Web projects. Define and document proposed Web site architecture, navigation, functionality and style guides. Oversee design projects and responsible for information architecture, UI, feature interface design, and improvements for wamu.net and Web-based products and services.

Sr. Designer & Art Director, MetaStories, Inc.; Seattle, WA; 08.2000 - 11.2003

Work with a team of designers and programmers to design, develop, produce and implement online-based modules and interactives for MetaStories and its clients through all phases of every project. Duties include web design, print design, user interface design, flash animation, illustration, functional prototype development, graphic production, graphic standard and specification development, and storytelling. Work closely with clients, developers, interactive producers, other designers and design director.

Lead Information Designer, MSNBC.com; Redmond, WA; 12.1998 - 04.2000

Responsible for the creation and look and feel of MSNBC.com site wide graphic elements, UI, and new product design. Duties included web design, graphic design, user interface design, site wide graphics development and optimization, site wide graphic standard and specification development, storytelling, co-branding page designs and specification, advertising graphics creation. Worked closely with developers, project managers, and design director.

Web Designer, Kindred Communications; Bellevue, WA; 03.1998 - 10.1998

Web site creation, including user interface design, color scheme creation and correction, page layout, animation, and image manipulation. Web site and intranet maintenance for Microsoft product sites, including HTML programming, graphic design, Web page design, troubleshooting, edit spot creation, and jump page creation.

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Education

See relevant industry educations on http://www.linkedin.com/in/alixhan
University of Washington, Seattle, WA — BA in General Arts, 1995
Art Institute of Seattle, Seattle, WA —Multimedia, 1997-1998

Skills

Axure, Photoshop, Illustrator, HTML, CSS, MS Office

Referrals

Available upon request