

# Alice Bai (Shan Bai)

Product Designer / UX designer | Open to relocate across the U.S. | Ready to start immediately.

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## Summary

- Master's in Art Design | **Fully authorized to work in the U.S. (No sponsorship required)** | Immediate Start
- Senior / Lead Product Designer with 10+ years of experience in Fortune 500 companies (Dell, HSBC, Avaya), delivering impact in e-commerce, fintech, and communication platforms across B2B and B2C.
- Expert in Figma (auto-layout, variants, design systems) with deep experience in building and scaling design systems.
- Expert in data-driven design, A/B testing, and user testing platforms, applying analytics and user insights to validate decisions and optimize experiences.
- Hands-on with WCAG accessibility, cross-platform (web + mobile) UX, and technical fluency in HTML/CSS/JS, Adobe Creative Suite, motion tools (Framer, After Effects).
- Proven success leading high-traffic consumer products (Dell.com cart & checkout & subscription modal), increasing conversion by 17% and driving \$2M+ annual revenue.
- Experience with AI-driven products and workflows, creating adaptive, efficient, and strategic design solutions.

## Work Experience

**HSBC (Contract)** Nov 2024 – Jul 2025

### Senior UX Designer

- Led product design for a critical HSBC financial platform used by analysts to forecast future interest rates and Net Interest Income (NII).
- Discussed with business / PO on their needs. Transformed their financial knowledge into User experience design.
- Built a scalable design system for HSBC treasury products. Reduced design-dev handoff time by 30%.

**Dell Technologies (6 years Full-time)** Aug 2018 – Jul 2024

### Product Design Lead Jan 2024 – Jul 2024

- Led global design team for Dell Quote Experience / subscription modals, a mission-critical product driving enterprise sales.
- Directed product strategy with senior directors across global markets. Establishing design KPIs aligned to FY25 revenue goals.
- Scaled design team from 0 to 4 through strategic hiring, instituted mentorship program, cut ramp-up time by 40%.

### Senior Product Designer Aug 2018 – Dec 2023

- Led end-to-end UX for Dell.com Cart & Checkout redesign across US/EMEA/APJ markets. Redesigned Dell.com cart & checkout experience, driving a **17% lift in premium conversion**, resulting in **\$2M+ incremental annual revenue**. Applied data science insights to inform user research and product strategy.
- Ensured global design adaptability by addressing region-specific requirements across multiple markets.
- Mentored junior designers and supported hiring initiatives.
- Achieved 3rd place in Dell's 2023 Global Hackathon.

**Avaya (6 years Full-time)** May 2012 – Jul 2018

### User Experience Designer/GUI Designer/UX Designer

- Responsible for Video conference platform admin and User portal User experience design.

- Worked with local dev team. Collaborated with global product managers. Designed and discussed about the global video conference requests.

Skills

- **Core Design:** User Research, Interaction Design, Visual Design, Prototyping (Figma, Framer), Design Systems, Accessibility (WCAG), Responsive Design.
- **Technical:** Front-End Development (HTML, CSS, JavaScript), Data Analysis.
- **Process & Strategy:** Agile/Scrum, Data Science Strategy, Data-Driven Design.
- **Design Leadership:** Team Building & Mentoring, Design Strategy , Stakeholder Management , Design Ops , Cross-Functional Collaboration.

Tools

- **Design & Prototyping:** Figma (+ FigJam), Framer, Sketch, Adobe Creative Suite.
- **Research & Collaboration:** Miro, UserTesting.com.
- **Visual & Video:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro.
- **AI Awareness & Tools:** Human-centered AI Thinking, Data Ethics, Prompt Design, ChatGPT, DeepSeek, Midjourney.

Education

Beijing Institute Of Graphic Communication, 2008  
Master of Arts (MA) in Art Design

Certification

**AI For Everyone – DeepLearning.AI (Andrew Ng, Coursera), 2025**  
Fundamental understanding of AI workflows, ethical design thinking, and its integration in product design.

Language

English  
Mandarin