

ALEXIS HA

Product Designer

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Los Angeles | San Jose

SUMMARY

Product Experience Designer with experience in SaaS, e-commerce, and consumer products. Turns complex business goals and user needs into intuitive experiences, from user flows and information architecture to UI and developer handoff. Partners with product managers and engineers to build solutions using design systems, analytics, and user research.

PROFESSIONAL EXPERIENCE

PRODUCT DESIGNER - Lexia Studio (Freelance)

Dec 2025 - Present

- Own features end to end for web and mobile products, scoping the problem, designing flows and high-fidelity UI, resolving edge and error states, and supporting engineering through implementation
- Work within existing brand systems and component libraries, delivering documented Figma files with auto-layout and variants that engineers can implement without back-and-forth

PRODUCT DESIGNER - Kara Beauty

Apr 2025 - Feb 2026

- Led the end-to-end redesign of a mobile-first commerce experience across navigation, product discovery, search, product detail, cart, and checkout, increasing purchase conversion by 68%
- Analyzed session recordings and funnel data to locate checkout drop-off, then produced high-fidelity variations for A/B testing on the highest-friction steps, increasing add-to-cart actions by 79%

PRODUCT DESIGNER - Natural History Museum of Los Angeles via WriteBrand

Oct 2025 - Dec 2025

- Restructured information architecture and discovery journeys across homepage, listing, detail, and cart, reducing product search time by 50%
- Designed responsive layouts, reusable UI components, and interaction patterns on a consistent type and spacing system, holding pixel-level consistency across breakpoints

PRODUCT & STRATEGY INTERN - ODK Media

Dec 2024 - Mar 2025

- Analyzed streaming and short-form content platforms across content strategy, UX, and social channels for a global Asian entertainment service, presenting recommendations that informed roadmap decisions

PRODUCT DESIGNER - Flowly

Sep 2023 - Sep 2024

- Designed an in-app mobile interaction for a health and wellness product that let users map physical sensations by coloring them on screen, turning an abstract clinical self-report task into a simple visual input
- Built prototypes and ran usability studies to refine interactions, working strictly within an established design system alongside a lead designer to raise weekly active usage 14%

B2B SALES SPECIALIST - Withy Inc DBA ANWND

Apr 2020 - Dec 2023

E-COMMERCE SPECIALIST - Grade & Gather

Mar 2019 - Mar 2020

MARKETING & E-COMMERCE ASSOCIATE - Jane Walks

Jan 2017 - Dec 2018

SKILLS

Design: Product Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems

Research: A/B Testing, Experimentation, Behavioral Analytics, Usability Testing, User Interviews, Competitive Analysis

Tools: Figma, Framer, Adobe Creative Cloud, Google Analytics, Microsoft Clarity, HTML, CSS, Claude, Cursor, ChatGPT, Lovable, V0

Other Skills: Cross-Functional Collaboration, Stakeholder Presentations, Developer Handoff, Data-Informed Decision-Making

EDUCATION

BLOSSOM UX SCHOOL - UX Design Certification

London, UK

SPRINGBOARD - Data Analytics Certification

KANGNAM UNIVERSITY

South Korea

- Bachelor's Degree in Business Administration & English Literature, *Valedictorian*