

Alice Chen

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Experience

Lead UX Designer • ZS

April 2022 - Present • New York, New York

- Lead a team of 7 designers delivering three products that provide contextual intelligence for pharma customer engagement, shaping scalable experiences used across 30+ countries
- Partner with PMs, engineers, researchers, and executives to launch two products from 0-to-1, using rapid iteration and user testing to align vision, influence roadmaps, and drive growth
- Raise design maturity across the vertical by earning trust with engineering, PM, and QA partners to prioritize experience-critical product debt, while building foundational research practices and a reusable participant pool
- Serve as an internal design system consultant, supporting rollouts, auditing variables, and contributing patterns to maintain consistency across the product suite

Senior UX Designer • Zipari

June 2018 – March 2022 • Brooklyn, NY

- Launched a call-center platform that streamlined specialized healthcare processes, ensured regulatory compliance, shortened agent onboarding, and simplified claims and benefits support
- Conducted user research with call-center agents and healthcare SMEs to validate needs and refine workflows for clarity and efficiency

UX Designer • UnitedHealth Group

June 2015 – June 2018 • Basking Ridge, NJ

- Designed an accessible platform for U.S. states to streamline health and human services applications, contributing to a ~\$100M West Virginia contract for Optum
- Supported and maintained the platform's design system, ensuring consistent components and patterns across products

Skills

- Enterprise Design
- Product Strategy & Vision
- Concept-to-Launch Execution
- Cross-Functional Influence
- Design Leadership & Mentorship
- User Research & Synthesis

Certificates

d.MBA

April 2023 - May 2023

Nielsen Norman Group UX Certificate

Issued Jan 2021

Education

Master of Arts in Media Studies, minor in Statistics

The Pennsylvania State
University, University Park,
PA

Bachelor of Arts in English

National Taiwan Normal
University, Taipei, Taiwan