

Alice C. Han

Experience:

PayPal, Inc.

January 2006 - Present

Senior User Interface Designer

2006 - 2007

- Led UI direction for International projects, focusing on Asia Pacific and United Kingdom.
- Designed cross platform interactions and behaviors that function successfully (web, mobile and Skype client).
- Created flows and mockups for PayPal mobile products with broad knowledge of mobile technology and limitations
- Conducted competitive industry research as well as usability testing for majority of high profile projects
- Steered large cross-functional and international teams towards successful problem resolution and consensus on major projects
- Drove and defined web standard guidelines to be used throughout the site and implemented on a global scale
- Created high fidelity working prototypes for usability tests
- Streamlined global experiences by optimizing flows, processes and templates to create a consistent brand while factoring in cultural differences

Special Accomplishments:

- Authored a case study paper on a co-branding initiative with eBay, which was accepted and presented at the HCI International conference in Beijing, China in 2007
- Promoted from User Interface Designer to a senior level within a year of employment

Hewlett-Packard Company

June 1999 – December 2005

HP.com Site Designer / Information Architect / Graphics Lead

2002 - 2005

- **Information Architecture**
 - Led site design and information architecture improvements for major site areas across HP.com using a user-centered design approach
 - Defined business requirements for site needs and designed the visual aspect of screens while ensuring optimal user experience
 - Guided the evolution of HP.com through strategic initiatives including leading the information architecture for personalization
 - Designed template webpages for worldwide use
 - Managed the process of developing information architecture based on research and conceptual design from planning stages to production
- **Web Standards**
 - Member of core team for establishing Hewlett-Packard's marketing brand campaign
 - Created enhanced navigational principles, design elements, general visual, nomenclature, and interaction standards that govern the experience design within all HP.com site areas
 - Advocate for accessibility
- **Usability**
 - Conducted usability studies, following through with evaluation, prioritization, recommendations, and implementation
- **Strategy**
 - Temporarily stationed in Singapore to serve as an international liaison between the worldwide team and Asia Pacific
 - Drove strategic initiatives that contributed in making Hewlett-Packard's Internet

experience industry-leading

Usability Design Engineer

2000 - 2002

- Led projects spanning the entire user experience lifecycle: initial user needs analysis, requirements definitions, initial design demonstration using wireframes, concept reviews with user validation, applying graphical/visual treatment to wireframes using HTML templates, and usability testing
- Conducted usability studies, analyzing usability factors and determining new strategies in ensuring optimal usability
- Created web graphics for worldwide use for developers forum

Information Technology Software Engineer

1999 - 2000

- Created a nationwide web-based tracking and reporting tool designed for the information technology department
- Trained customers in using our tool
- Interfaced between management and developers to coordinate the development schedule
- Created websites for several teams and projects

Centris Productions

July 2000 - Current

Web Design Company Founder

- Conducted Internet market analysis
- Created company websites and application prototypes for the following industries: Golf e-commerce, Homeowners Association, Winery, Photography, Online chat tool, Graduate education, and Family

Education:

University of Maryland

College Park, Maryland

1995 - 1999

- **B.S in Computer Science** – Concentration in Human Factors
Mentee of Dr. Ben Shneiderman
- **B.A. in Graphic Arts**
- **Graduate courses**
Courses in: Specification and Design of User Interface Software, Computational Theory

Skills:

Technical

- **Programming Languages** : HTML, JavaScript, Familiar with C++ and C
- **Platforms**: Windows, Macintosh, Unix/Linux
- **Applications**: Macromedia Dreamweaver, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Microsoft Frontpage, Microsoft Powerpoint, Microsoft Excel, Macromedia Flash

Non-technical

- Excellent verbal and written communication skills
- Time efficient while maintaining integrity of high quality results
- Works well in teams and in leadership positions
- Fluent in Mandarin Chinese

Publications:

- **Streamlining Checkout Experience – A Case Study of Iterative Design of a China e-Commerce Site** (Conference Paper)
Primary author. Paper was accepted to be published and presented for the Human Computer Interaction International conference held in Beijing, China in 2007.
- **Dual-selection Nested Dropdown Menu** (Pending Patent)
Sole author.

References and online portfolio available upon request
