

# Alix Han

User Experience Designer

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## Profile

A user experience design professional that is passionate about finding the perfect balance between functionality and aesthetics to achieve user and business goals.

## Experience

### **Sr. User Experience Designer, Wetpaint.com; 04.2009 – current**

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 standards which includes interaction pattern and aesthetics/look and feel.

### **Sr. User Experience Lead, Microsoft Office Live Workspace; 06.2007 – 04.2009**

Lead and managed a team of UX designers, user researcher and Silverlight integrator to innovate and create best user experience possible for Office Live Workspace users. Established UX standards while kept in alignment with other MS partner properties. Collaborated closely with program managers, business partners, marketing, dev and test teams to ensure all requirements are mindfully translated into thoughtful designs. Set forth design direction, created interactive prototypes and demos for usability tests, evaluated and continuously streamlined team processes. Champion OLV personas and advocated user experience to ensure the end product met user goals and business objectives.

### **UX Manager & Lead UX Designer, Zillow.com; Seattle, WA; 06.2005 – 05.2007**

Managed and lead a team of designers and presentation layer developers. Created and set standards for design and art directions. Worked closely with program managers, business partners, marketing, PR, and dev teams to ensure requirements are mindfully translated through design while ensuring good user experience. Designed and implemented common user interface standards, system usability guidelines, information architecture, design guidelines, GUI prototypes, HTML page design and management, and development methodologies. Designed, championed, and advocated user experience design to meet the business objectives of the organization. Established online and offline style guides. Responsible for establishing design direction for the entire line of online services, products, programs, marketing and PR materials.

### **Online Art Director, Seattle Times; Seattle, WA; 11.2004 – 06.2005**

Worked 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. Identified UI requirements, defined 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.

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

Worked 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. Defined and documented proposed Web site architecture, information architecture, navigation, functionality and style guides. Oversaw 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**

Worked 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 included web design, print design, user interface design, information architecture, flash animation, illustration, functional prototype development, graphic production, graphic standard and specification development, and storytelling. Worked 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.

## **Education**

University of Washington, Seattle, WA — BA in General Arts, 1995

Art Institute of Seattle, Seattle, WA —Multimedia, 1997–1998

## **Skills**

Photoshop, Illustrator, Flash, Axure, HTML, CSS 2.0, MS Office

## **Referrals**

Available upon request

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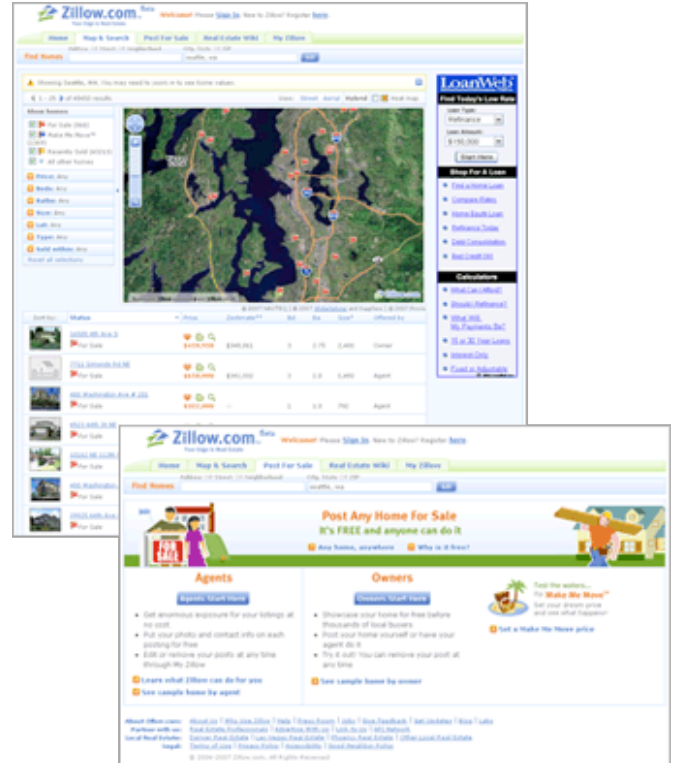
## Sample Screenshots

Zillow.com – circa pre-launch through June 2007

“Alix was our first designer at Zillow and is more responsible than any for Zillow's look and feel today.

She is talented and, above that, she is positive, quirky, and fun force on a day to day basis. A real pleasure to work with.”

~ Rich Barton, Chairman & CEO, Zillow.com



GatesFoundation.org (via MetaStories, Inc.) – circa 2000 through April 2008



“Alix is an amazing designer with a "can-do" attitude. She's an amazing problem solver and has great attention to detail.”

~ Gregory P. Harris, VP of Design, Metastories, inc

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## SeattleTimes.com – Special Project in 2005

The Seattle Times Company      Jobs | Author | Home | Feedback | Newsroom | Classifieds | seattletimes.com

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**The Seattle Times**      **Unearthing Tse-whit-zen**  
A Seattle Times special report - May 22 - May 25, 2005

• Special Projects Index

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**A village of the Klallam people**  
Tse-whit-zen is the largest ancient Indian village ever unearthed in Washington, and one of the region's most extraordinary archaeological finds.

Introduction [▶](#)    Interactive village [▶](#)



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**THIS SERIES**

- Tse-whit-zen home
- Introduction
- Part 1: A culture emerges
- Part 2: Spirit of Pestilence
- Part 3: A costly mistake
- Part 4: Rebirth of a culture
- Epilogue
- Study guide
- Resources
- About this series

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**STORIES**

- Part 1: From tools, shells and bones, a culture emerges
- Part 2: "How could so many die?" Graves may tell story of terrible epidemic
- Part 3: "Walking together" meant walking away from project
- Part 4: Site teaching Klallam tribe "who we were, who we are"
- Epilogue: Tse-whit-zen's future uncertain

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**ARTIFACTS**

Thousands of artifacts were found at this ancient village of the Lower Elwha Klallam tribe.

▶ Hear tribal members talk about their favorites



Bear tooth



Spear point



Trade bead

**Winner, APME First place, Staff, Creative Use of the Medium (Adaptation)**

**Featured in Interactive Narratives - The Best in Multimedia Storytelling and Multimedia Journalism**