

Alice Sanders

UI/UX | Product Designer

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PROFESSIONAL SUMMARY

Product Designer specializing in complex B2B software and responsive web experiences. I turn complicated workflows into clear, usable interfaces, taking projects from ambiguous requirements through UX, UI, and launch. At Requis, my redesign of a workflow users struggled with was followed by fewer related support tickets, as reported by the customer-facing team.

EXPERIENCE

Independent Product Designer | Freelance January 2026 - Present

- Lead UX and UI design for TourMode, a tour-management platform for artists and managers, collaborating with the product architect on dashboard, show-management, and responsive experiences. Incorporate feedback from musicians and managers to refine mapping and AI-assisted features ahead of public launch.
- Designed the Music Accelerator student platform and website from the ground up, establishing content hierarchy and program presentation to help prospective applicants navigate and compare offerings. Homepage launched, with the student platform being prepared for release.

Product Designer (Contract) | Requis Jul 2024 - Jan 2026

- Redesigned Lot Management workflows to address recurring customer support issues, improving the discoverability of essential editing and listing actions. Following a feature-flagged rollout, the customer-facing team reported fewer related support tickets after release.
- Improved Marketplace and Procurement interfaces by reorganizing information hierarchy, navigation, and interaction patterns to make complex workflows easier to understand and use.
- Designed CRM workflows supporting Salesforce integration and contributed to Supplier Storefront, onboarding, and notification experiences in collaboration with product managers and engineers.

UI/UX Designer | Web Designer | Independent Jun 2021 - Jul 2024

- Designed responsive websites and digital experiences for clients across tourism, construction, e-commerce, and professional services, translating business requirements into wireframes, high-fidelity interfaces, and responsive layouts.
- Developed website structures and visual systems that brought together client branding, content hierarchy, and navigation.

SKILLS & TOOLS

Interaction Design, UX Design, UI Design, Visual Design, Interactive Prototyping, User Flows, Information Architecture, Wireframing, Design Systems, Responsive Design, Accessibility, Figma, HTML, CSS, Claude Code, Adobe Creative Suite, Webflow

EDUCATION

Designlab - UX/UI Design Certification (2022)

Moringa School - Introduction to Coding (HTML / CSS)