

# Alan Lee

Product designer  
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## EXPERIENCE

### Hero • Product designer

Mar 2019 - Jun 2023 | Remote

Designed the UX across the entire Hero ecosystem, spanning the smart medication dispenser (current device + next-gen), Hero mobile and web apps (for patients and caregivers), Enterprise portal, and marketing materials (website, emails, ads, and more).

- Hero 100 (device + app) - Managed the UX design for existing and new features across the board, including: New home screen, updated medication flow, rich Insights section, Refill & Delivery, and more.
  - Medication adherence rate: 90%
  - NPS: 80, App Store: 4.7/5.0 rating
- Hero 200 (next-gen device + updated app) - Launching 2024
  - Managed the UX design for the new device, introducing a new form factor and interaction model.
  - Designed the end-to-end experience (setup & onboarding, ongoing use) across the device and app, ensuring timely delivery for development and successfully meeting Design Validation Testing (DVT) goals.
  - Launched the new setup & onboarding experience, improving setup completion rate by 17%
- Enterprise - Designed and launched Hero's first Enterprise portal for Healthcare providers
  - Supported the company's strategic shift from a D2C model to a B2B2C model
  - Completed the work within a tight timeline of 3 months, including creating high-fidelity prototypes in 3 weeks, enabling the sales team to drive new business opportunities.

### Avenda Health • Product design intern

Jun 2018 - Dec 2018 | Santa Monica, CA

Created the digital experience directly with funders for the treatment monitoring system of focal laser therapy for prostate cancer and the treatment planning system (web platform) for urologists.

Established a brand style guide for interface design systems across different platforms and marketing materials.

### DENSO TEN AMERICA Limited • Product design intern

Dec 2016 - Mar 2017 | Torrance, CA

Designed a driving system proposal from scratch for a major automotive OEM, integrating hardware, voice, and touchscreen interactions while ensuring compliance with NHTSA safety guidelines.

## EDUCATION

### ArtCenter College of design

2018 | Pasadena, CA

Bachelor of Science in Product Design

### The University of the Arts

2013 | Philadelphia, PA

Bachelor of Science in Industrial Design

## SKILL

### Software

Figma, Sketch, Principle, Photoshop, InDesign, Illustrator, Lightroom, Premiere, SolidWorks, Keyshot, iMovie, Keynote

### Method

Product Design, Interaction Design, Web Design, User Experience (UX) Design, User Interface (UI) Design, User research, Prototyping and Wireframing, Usability Testing, information architecture

### Language

English - fluent

Mandarin - native