

Alice Tan

SENIOR PRODUCT DESIGNER

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9 years shipping consumer products people use during the moments that matter.

PROFESSIONAL EXPERIENCE

2021 – PRESENT

Myfitnesspal

Senior Product Designer

Led end-to-end design for MyFitnessPal's first GLP-1 medication tracking experience — a net-new product surface for users managing weight-loss medication on a platform with 200M+ registered users.

Designed for a user going through a meaningful, often vulnerable health journey: **built the information architecture, interaction model, and visual language from scratch**, and worked closely with medical stakeholders to get the details right

Currently in launch — metrics in flight. First time MFP has built natively for this user need.

2025 – 2026

eBay

Senior Product Designer

Led design for Swift, eBay's company-wide fee restructuring that moved buyer fees from sellers to buyers — across web, iOS, and Android, touching nearly every surface eBay owned. Recovered CSAT after rollout, contributing to a **17% YoY GMV lift** and **76% positive sentiment** in post-launch feedback.

Designed for buyers and sellers simultaneously — two users with opposing motivations on the same surface — **improving offer acceptance rates by 19%** while keeping 12 cross-functional teams aligned through constant pivots on a deeply interconnected legacy system.

2020 – 2023

Dropbox

Product Designer → Senior Product Designer · Design Systems & Growth

Built Dropbox's design system from the ground up — components, documentation, and contribution workflows across web, iOS, and Android — reaching 90% responsive UI adaptation and **adopted by 10+ product teams**.

Moved into Growth and owned UX for acquisition and onboarding surfaces. **Ran A/B experiments** on multi-product positioning that drove a \$5M lift in annualized recurring revenue and improved LTV.

2016 - 2020

StubHub

Product Designer

Inherited a stalled seat map redesign across web, iOS, and Android, re-scoped it with the PM, and shipped it. Improved ticket-selection completion rates by grounding decisions in user research rather than assumptions.

Took over the native iOS/Android Explore redesign after a failed handoff, turned it into a visual overhaul, and used it as the foundation for StubHub's new native design system.

SKILLSET & EXPERTISE

DESIGN

End-to-end product design, UX/UI, Design systems, Prototyping, Usability testing, Journey mapping, A/B testing.

TOOLS

Figma, Framer, Cursor, Principle, Maze, Loom, Adobe CC.

AI INTEGRATION

Leveraging Claude & ChatGPT for design ideation, research synthesis, and rapid prototyping workflows.

WAYS OF WORKING

Strategy, Stakeholder alignment, Workshop facilitation, Engineering handoff.

EDUCATION

UC Santa Barbara
BFA in History

Academy of Art University
MFA in Web Design and New Media