

I'm a Bay Area-based product designer with 8+ years of experience designing AI-powered B2B SaaS and enterprise platforms. I specialize in shaping complex AI/ML systems and data-heavy workflows into intuitive, trustworthy experiences that drive real adoption. From 0→1 AI product innovation to scaling mature platforms, I lead end-to-end design strategy, align cross-functional teams, and translate emerging AI capabilities into clear, human-centered interfaces that create measurable business impact.

Experiences

Fiddler AI | AI Observability & Agentic Monitoring

Lead Product Designer | October 2025 · Current

- Lead product designer owning end-to-end UX across Fiddler's GenAI and ML observability platform, spanning evaluator workflows, AI monitoring, analysis, and enterprise/admin experiences.
- Own the newly designed Fiddler platform, Evaluator Management, Eval Experiment, Custom Metrics, and Log Base UI
- Redesigned new feature workflows to help teams assess LLM quality, reliability, and behavior at scale.
- Designed new design foundations (workflows, UX patterns) to support scalability while balancing speed and UX debt as the platform evolves.
- Partner closely with Product and Engineering to shape product definition, clarify ambiguous requirements, and ship AI-native features in a fast-moving startup environment.

Blameless (Acquired by Firehydrant) | Incident Management Automation, Observability

Lead Product Designer | December 2020 · May 2024

- Led product design strategy and execution for Blameless's core incident management and reliability platform, scaling the experience from MVP to a feature-rich enterprise solution.
- Delivered four key features from zero to one, including SLO insights, automated runbooks, and role-based dashboards, resulting in an 18.6% increase in product adoption and achieving 100% customer retention.
- Designed AI-driven workflows, decreasing incident resolution time by 22% and achieving 100% customer retention.
- Redesigned the enterprise onboarding and configuration user experience, reducing time to value by 40% and enhancing enterprise deployment success rates.
- Collaborated with cross-functional teams to define product strategy and optimize essential workflows for engineering and SRE teams.
- Developed design systems and documentation practices that enhanced the velocity of design to development and ensured UI consistency across the platform.

Resilience Cyber Insurance (aka. Arceo) | InsureTech, Cybersecurity

Principal UX Designer | October 2019 · December 2020

- Led UX for a B2B cyber insurance platform from concept to launch, partnering closely with PMs and engineers to define product vision and strategy.
- Conducted in-depth user research and usability testing, ensuring solutions aligned with customer needs and business goals.
- Applied design thinking to rapidly prototype and iterate features, improving user onboarding and underwriting workflows.
- Successfully launched the MVP, contributing to early revenue generation and strong customer validation in a competitive market.

Distil Networks (Acquired by Imperva) | Cybersecurity

Principal UX Designer | May 2017 · October 2019

- Led UX efforts for Distil's bot detection and mitigation platform, transforming complex security data into actionable visual insights.
- Designed intuitive dashboards and data visualizations to help users detect trends, analyze threats, and make informed decisions.
- Partnered with product, engineering, and data science teams to define end-to-end experiences using insight-driven design methodologies.
- Simplified complex user workflows across key features, resulting in increased task efficiency and reduced support burden.
- Played a key role during the Imperva acquisition by aligning UX strategy with evolving business goals and enterprise customer needs.

Alice Tung

DESIGNWITHAT

aliceytung@gmail.com

408.368.9568

designwithat.com

NovoEd | Online Educational Software

Senior User Experience Designer | October 2019

- Led UX design for enterprise learning solutions, turning complex course authoring and analytics workflows into intuitive experiences.
- Translated business goals into user flows, wireframes, and prototypes aligned with customer and stakeholder needs.
- Conducted user interviews and usability testing to validate design decisions and surface key insights.
- Collaborated cross-functionally to improve learner engagement and streamline the instructor experience, contributing to product adoption by key enterprise clients.

Exabeam | Cybersecurity

Principal Product Designer | May 2015 · 2017

- Led the UX strategy for Exabeam's next-generation SIEM platform, designing cohesive workflows across the full security lifecycle—from data ingestion to automated threat response
- Designed intuitive experiences to navigate complex security datasets, including dynamic risk scoring, correlation rules, and investigation timelines.
- Created visual frameworks for dashboards, threat detection, and unified investigation workflows—empowering security analysts to detect patterns, surface anomalies, and make faster decisions.
- Introduced a scalable design system and pattern library that streamlined design-to-dev handoff, increasing UI consistency and reducing front-end rework.
- Supported cross-platform integrations by designing extensible UI patterns for third-party automation, ticketing, and network access control.

Education & Certificates

Art Center College of Design | Pasadena, CA

Academy of Arts | San Francisco, CA

General Assembly

User Experience Design

FrontEnd Web Development

Stanford Online

UI/UX Design for AI Products

Skills

Open Code · Design Systems · Figma Make · FigJam · Open Code · ClaudeCode · Github · MiroAI · NotionAI · Design Mentorship · Product Thinking