

LALI EPSTEIN

PRINCIPAL USER EXPERIENCE DESIGNER

My UX approach is to keep the user at the center of my process, follow best practices in design and research in order to create positive, memorable experiences that drive engagement and business results

EDUCATION

LAGUNA COLLEGE OF ART AND DESIGN

Bachelor of fine arts, major in Graphic Design and Digital Media | 2014-2018

TOP SKILLS

Figma | User Research | Cross Functional Team Leadership

EXPERIENCE

FIDELITY INVESTMENTS

Principal Product Designer 2023- Present

- Helping build an enterprise design system that scales across various platforms and business units.
- Partnering closely with engineering teams from initial design to production rollout of new components and UX patterns.
- Defining UI/UX specs that clearly communicate requirements.
- Working with the accessibility team and advocating for inclusive experiences across product areas.

DELL TECHNOLOGIES

Product Design, Advisor 2021-2023

- Designed a fully accessible global customer portal for Dell Financial Services that offers leasing products to consumers of small, medium and large businesses. Empowering more than 300,000 financial services customers by designing and improving global user experiences that enables them to manage their leased assets autonomously.

CONNECT ASSISTANCE

Product Designer 2019-2021

- Collaborated with integrated teams such as Product, Technology, and Business partners to define and solve UX problems.

CONTACT

laliepsteindesign.com
Mlepstein08@gmail.com
737-291-6948