

Alex Le

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● SUMMARY

Product designer with 6+ years taking consumer and B2B products from discovery and prototyping to production. As a founder, I design with the business in mind, prototype quickly with AI tools, and align teams around clear design direction.

● EXPERIENCE

Founder & CEO | Callio

Atlanta, GA · Jan 2022 – Present

Software studio building ecommerce and AI-native products

- Set product direction across four products by building, experimenting, learning from customers, and reinvesting in what works.
- Joined Complect as founding designer and led all product design, from early discovery and prototypes to the shipped platform, helping grow the business from pre-revenue to high-five-figure MRR.
- Acquired and redesigned Picture It, a Shopify AR app for previewing framed artwork, iterating on customer feedback to ship user-centric features that drove 5.5x revenue growth.
- Designed and built two AI-native products: Rarity, an ecommerce app developed end to end with AI coding agents, and Lotts, property management software for small landlords.
- Managed an outsourced engineering team, turning design vision into scoped, shippable work.

Product Designer | FanDuel

Atlanta, GA · Jul 2021 – Jun 2026

- Designed customer-facing experiences for a high-traffic consumer sports product in a highly competitive, fast-paced market.
- Contributed to and evolved FanDuel's design system, from components and interaction patterns to motion and visual language.
- Partnered with engineering, product, and data teams to shape direction and validate decisions with customer insight.
- Connected design vision to customer and business impact in reviews with product and leadership.
- Shared feedback and process with fellow designers through regular design critiques.

User Experience Designer | OneTrust

Atlanta, GA · Jun 2020 – Jul 2021

- Simplified complex enterprise privacy and compliance workflows into clear, usable interfaces.
- Built with and contributed to a large-scale design system across a multi-product platform.

● SKILLS

- **Design:** Interaction design, visual design, design systems, content design, motion, end-to-end product design
- **Process:** Discovery and user research, rapid prototyping, design storytelling, cross-functional collaboration
- **Tools:** Figma, AI-assisted prototyping and coding tools

● EDUCATION

Bachelor of Fine Arts, Graphic Design | University of Georgia

Athens, GA · Aug 2016 – May 2020