

Alyssa Little

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SENIOR PRODUCT DESIGNER

EXPERIENCE

Nox Health
Senior Product
Designer
6/2021 - Present

- Designed creative user-centered digital experiences for patient and internal-facing applications.
- Solved complex UX problems and advised cross-functional teams on UX recommendations.
- Collaborated with design, product, and development teams to improve design consistency and coherence across apps.
- Personally built relationships and fostered collaboration between design and development teams to align UI pattern libraries.
- Mentored and trained new and junior designers.

Publix Supermarkets
UX Design Analyst
11/2020 - 5/2021

- Performed user interviews with various user groups, documenting user needs, motivations, and pain points.
- Produced personas, empathy maps, user journeys, task analyses, flows, site maps and other research deliverables.
- Created user story maps to assist development team with sprint planning.

Focus on the Family
User Experience
Designer
3/2014 - 10/2020

- Designed intuitive, user-centered responsive designs for desktop, tablet, and mobile website experiences.
- Took design lead on large website redesign and migration projects.
- Collaborated closely with project and product teams, developers, and leadership while providing UX recommendations on every project.
- Utilized data, analytics, & heatmapping tools to strategize and design a useful digital experience for each user group.
- Established reusable patterns and brand guidelines for each digital property, and maintained design systems for all digital products.
- Personally trained development teams on design systems and advocated for design pattern consistency.
- Mentored and trained new designers and team members.

**RightNow Web
Design**
Web Designer
5/2012 - 3/2014

- Strategized content, information architecture, and design on client sites.
- Designed wireframes & high-fidelity website designs.
- Developed websites using HTML/CSS and Bootstrap framework.
- Thoroughly tested websites for browser compatibility & functionality.
- Led team of freelance designers and developers with attention to detail, ensuring each task was done completely and accurately.

EDUCATION

Bachelor of Applied Science in International Business
St. Petersburg College, 2010

SKILLS

UX Design / Wireframing / Prototyping /
Journey Mapping / Data Visualization /
Web & Graphic Design / HTML / CSS