

# ALYSSA LITTLE

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## SUMMARY

As a Senior UX Designer with over 10+ years of experience, I help B2B SaaS and enterprise software teams design scalable, accessible, and useful experiences. Skilled in leading and owning design strategy, mentoring others, and crafting meaningful solutions.

## WORK EXPERIENCE

### Senior UX Designer, BurstIQ | Jul 2023 - Feb 2025

- Simplified complex workflows for the B2B blockchain-based SaaS product, increasing workflow efficiency by 50% and making the app accessible to a wider audience
- Designed the app's first scalable AI feature, lowering the cost of user training and troubleshooting, and enhancing the company's investor portfolio
- Advised and collaborated with cross-functional teams on best UX practice, pattern usage, and contributed to the enterprise design system

### Senior Product Designer, Nox Health | Jun 2021 - Jul 2023

- Redesigned the patient sleep diary experience, increasing task completion by 30%
- Redesigned the physician telehealth experience, reducing friction and increasing efficiency by 50% for physicians creating medical notes and ordering medical supplies
- Enhanced the patient experience dashboard, increasing user engagement by personalizing content to the user's needs
- Defined and owned UX design direction and strategy for both enterprise and patient products
- Managed and led the design team between leadership changes and improved the design process and communication with other teams
- Spearheaded collaboration efforts between design, product, and development teams to establish design consistency, coherence, and accessibility across all applications
- Mentored and onboarded new and junior designers

### UX Design Researcher, Publix Supermarkets | Nov 2020 - May 2021

- Simplified user task flows and efficiency by 50% using early ideations for data entry application
- Initiated user research plans and carried out research and competitive analysis for an enterprise application undergoing complete rebuild and redesign
- Presented personas, empathy maps, user journeys, task analyses, site maps, and ideations

### UX Designer, Focus on the Family | March 2014 - October 2020

- Designed and built the website to promote The Drop Box film, leading to 217,000 ticket sales and raised \$1.4 million for Korean orphans and American children in foster care
- Re-designed the flagship website with over 100 million page views per year, increasing user engagement and traffic over 10%, reinforced brand identity across all the organization's brands, and provided a seamless mobile experience
- Established UX guidelines and a design system of reusable assets, increasing design team productivity and efficiency
- Personally trained cross-functional teams on the value of design systems and advocated for design pattern consistency

## EDUCATION

**BAS in International Business**  
St. Petersburg College

## SKILLS

AI  
DesignOps  
Agile Methodology  
Design Systems  
User Research  
User Testing  
Heuristic Evaluations  
Ideation  
Wireframing  
Prototyping  
HTML5/CSS3  
Front-end Development

## TOOLS

Figma  
Sketch  
Adobe Creative Suite  
InVision  
Jira  
Asana