

ALYSSA LITTLE

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SUMMARY

Senior Product Designer specializing in SaaS and enterprise platforms, with 10+ years of experience delivering impactful, human-centered digital experiences with a focus on data security. Experienced designing intuitive workflows that prioritize both user needs and data protection—balancing accessibility with privacy.

WORK EXPERIENCE

Senior Product Designer, BurstIQ | July 2023 - February 2025

- **Simplified complex workflows** for a B2B blockchain-based data management SaaS product, boosting operational efficiency by 50% and reducing user training, support costs, and improving user productivity
- **Designed the app's first scalable AI feature** to simplify blockchain UX, broadening user adoption and directly contributing to increased investor confidence and a stronger Series B funding position
- **Advised and collaborated with cross-functional teams** on best UX practices, and accelerated development and design pattern consistency by contributing to the enterprise design system
- **Led the end to end design process** for a 0 to 1 MVP hospital scheduling experience, transforming it into a marketable SaaS product that created a new revenue stream for a startup client, driving measurable business growth
- **Presented interactive Figma prototypes** that simplified processes and decision-making for stakeholders

Senior Product Designer, Nox Health | June 2021 - July 2023

- **Redesigned the patient sleep diary experience**, increasing task completion by 30%, which improved data collection accuracy and enhanced patient care insights
- **Elevated the physician telehealth experience**, reducing friction and improving efficiency by 50% in creating medical notes and ordering supplies, leading to faster consultations and higher provider satisfaction
- **Enhanced the patient experience dashboard** used by over 10 million users, by personalizing content, driving increased engagement and delivering actionable insights that empowered patients to take control of their health outcomes
- **Defined and led UX strategy** across enterprise and B2B2C patient products, aligning design direction with business goals to support long-term product scalability and cross-platform consistency
- **Fostered collaboration** between design, product, and development teams, ensuring consistent, WCAG-compliant user experiences that reduced development rework and increased customer satisfaction
- **Mentored and onboarded new and junior designers** while managing multiple concurrent projects, contributing to faster team ramp-up, higher design quality, and sustained project momentum

UX Researcher, Publix Supermarkets | November 2020 - May 2021

- **Simplified complex user task flows** for a full enterprise mainframe application redesign, increasing efficiency and usability, which reduced cognitive load and improved user satisfaction
- **Initiated and executed user research** that uncovered system inefficiencies and usability pain points, directly informing product strategy to improve overall UX
- **Analyzed complex workflows** to uncover actionable opportunities for experience improvement, driving innovation and simplifying high-impact user journeys
- **Presented comprehensive UX artifacts**, including personas, empathy maps, user journeys, task analyses, site maps, and prototypes to stakeholders, gaining alignment and accelerating product decision-making

UX Designer, Global Non-Profit | March 2014 - October 2020

- **Designed and built the promotional website** for *The Drop Box* film, resulting in 217,000 ticket sales and raising \$1.4 million for children in foster care, showcasing the power of UX in driving social impact
- **Redesigned the B2C flagship website with over 100M annual pageviews**, increasing engagement and traffic by over 10%, strengthening brand identity, and delivering a seamless responsive mobile experience
- **Shaped and scaled website experiences** to meet the diverse needs of multiple audiences, increasing user conversion using user testing and influencing digital marketing direction
- **Optimized donation and lead generation flows**, using emotional storytelling and resulting in increased recurring donations and lead captures
- **Led the redesign of a movie review website with over 12M annual visitors**, designing for complex dynamic content and resulting in an intuitive content editor experience for bloggers
- **Established UX guidelines and a reusable design system**, boosting design team productivity and consistency while reducing design-to-development handoff time

EDUCATION

Bachelor of Applied Science in International Business

St. Petersburg College

SKILLS

AI, Blockchain, HealthTech, Non-Profit UX Strategy, Interaction Design, User Research, Wireframing, Design Systems, Accessibility (WCAG 2.1 AA), HIPAA-Compliant Design, Journey Mapping, Usability Testing, Agile Collaboration, Stakeholder Alignment, Data-Driven Design, Mobile & Responsive Design, EMR/EHR Interfaces, Design Thinking, Mentorship & Team Leadership, Interactive Prototyping, HTML/CSS

TOOLS & TECH

Figma, FigJam, Adobe CC, Miro, Jira, Confluence, Notion, Slack, Framer, Google Analytics, HTML/CSS