

# ALISON PARK DOUGLAS

Senior UX Manager



- Alison.UX@gmail.com
- +41 79 662 0773
- AlisonParkDouglas.com
- Zurich, Switzerland

## SUMMARY

I'm a Senior UX Manager with 8+ years in User Experience, and 20+ years of relevant experience in content creation and management of creative teams. I've been internationally recognized as a UX Designer with multiple awards and profiles in publications.

In UX Design, I'm enthusiastic about understanding user needs, distilling product complexities down to their essences, and creating frameworks that are logical and efficient.

I regularly volunteer as a mentor for the next round of UX Designers.

## SKILLS

- Managing remote teams
- Creative problem-solving
- DesignOps organizational methodologies
- Cross-functional collaboration with Product, Engineering, Content, Accessibility, Analytics, and User Research

# ALISON PARK DOUGLAS

Senior UX Manager

## VOLUNTEER

### Mentor

I've volunteered as a mentor through programs at Harvard University, Ladies that UX, and Hexagon UX since 2020.

### Interviewer

Since 2015, I've worked with the Harvard College Admissions Committee to interview candidates for admission to Harvard College.

Starting in early 2020, I volunteered to conduct mock interviews with graduating UX Design students at General Assembly.

### Director of Photography

From 2010 - 2022, I held a leadership role in a non-profit, arts organization that hosts an annual art festival which attracts thousands of attendees. I've managed teams of 10+ photographers to cover the main festival, as well as fundraising events throughout the year

## RECOGNITION

- Publications: UX Planet 2017, PAGE (German design magazine) 2019, UX of EdTech podcast 2021
- SIIA CODiE Award 2021: Best Collaborative Learning Solution
- District Administration "Top Ed Tech Products 2020"
- The EdTech Awards 2021: "Collaboration Solution Winner"
- Tech & Learning Magazine "Best of 2020"

## EDUCATION

### Harvard University

B.A. Fine Arts with Honors, magna cum laude

### General Assembly

UX Design Immersive

## EXPERIENCE

### Senior UX Manager + UX Manager

Thomson Reuters, 2022 to Present

- Promoted to Senior UX Manager after just 9 months
- Responsible for the design deliverables for 2 successful Legal Tech products, HighQ and Legal Tracker
- HighQ is a legal operations platform used by 93% of the FTSE, and 75% of the Fortune 500, with revenue of over \$100 million, and 45% YoY growth
- Legal Tracker is the world's leading legal matter management, e-billing and legal analytics system, used by over 42,000 law firms, with a client renewal rate of 98%, and revenue of over \$100 million
- In 2022, I managed 10 UX Designers across 2 separate design pods, and was instrumental in creating a culture of design thinking within LegalTech

### Head of UX

SMART Technologies, 2020 to 2022

- Worked closely with the VP of Software to lead the design of a software platform merging different products into an integrated platform solution
- Increased ethnic and gender diversity of the UX team by 50%; when I left 75% of team members were from diverse and underrepresented groups
- Implemented the company's first coherent and viable Design System
- Introduced the first accessibility guidelines and requirements to our UX design process
- Partnered closely with Engineering and Product to strategize, define, and prioritize our product roadmaps
- Responsible for the entire UX org within the company, including budgets, vendor relationships, design resourcing, and hiring

### UX Manager

SMART Technologies, 2019 to 2020

- Led and mentored a high-performing team of 8+ UX Designers distributed across multiple countries
- Grew the UX team through regular performance coaching, evaluations, and goal setting
- Promoted the importance of a strong user-centered design processes, collaborating with User Research to employ qualitative and quantitative assessment methodologies in the design stage and after launch
- Set a high standard for design best practices such as design reviews, rapid prototyping, testing, and close collaboration with User Research
- Built relationships that crossed functional lines to steer product roadmaps and provide the executive team with visibility into UX
- Participated in higher level leadership initiatives that provided UX visibility to the executive team

### Senior UX Designer + UX Designer

SMART Technologies, 2016 to 2019

- Promoted to Senior UX Designer after just a year and a half
- In my first 3 years at SMART, I designed and shipped 4 EdTech software products, including web, desktop, and mobile apps
- Deeply involved in every stage of product design: user research, workflows, interaction design, wireframes, prototyping, and visual design
- Took on additional leadership responsibilities, including managing a junior UX Designer, and participating in an cross-functional task force
- Drove several process improvements for design and engineering teams, including establishing a more structured UX design review process, and promoting adoption of new tools to streamline design-to-dev hand-off

### UX Designer Contract

Starbucks and others, 2015 to 2016

- Worked on a major UX re-design of the Starbucks intranet, the Partner Hub; I led the Information Architecture, Usability Testing, and User Research
- Initiated User Research with Starbucks employees, conducted weekly Usability Testing in an agile environment, analyzed and shared test results with stakeholders, and streamlined the site's taxonomy
- Worked directly with the AtMyCloud startup founder to design an overhaul of their existing project management software - rapid prototyping and usability testing allowed me to deliver an impactful product re-design within a short timeframe

### Advertising Producer + Creative Project Manager

Agent Alison, 1999 to 2015

- Responsible for ad campaign production workflow, and sourcing creative content for advertising and corporate clients
- Clients included: T-Mobile, Publicis, Fidelity Investments, The History Channel, Ernst & Young, The Assembly Agency (London), Stratus, Furniture.com, Artisoft, and UMass Hospital
- Project management of commercial photo shoots from start to finish: maintained a network of creative talent, assembled and managed creative teams, handled budgets, talent casting, negotiated licensing and usage rights, and delivered effective, creative content

### E-Commerce Fashion Entrepreneur + Website Designer

Velvet Garden, 1998 to 2014

- Created an online marketplace offering new and previously-owned clothing from a variety of independent fashion designers and individual vendors to buyers worldwide
- Published new content weekly for over 15 years: wrote and edited content, built graphics, managed creative assets, and retouched all the catalog photos
- Responsible for the entire administrative operations of the company: product purchasing, content management, photo shoot production, design of the marketing materials and website, social media, and publishing
- Sold this business to my biggest client in 2014

### Web + Graphic Designer

Freelance, 1998 to 2004

- Worked on design projects for small businesses
- Designed and hand-coded websites in HTML
- Created flyers, business cards, and other printed materials
- Responsible for branding, art direction, photography, illustration, and copy