# Alaina Ward

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## Work Experience

### Perficient | Digital Consultancy | November 2023 - present

**Retail Website Redesign - Lead User Experience Designer (12 weeks)**

- Spearheaded the global UX strategy and end-to-end redesign for a high-traffic retail platform serving 750,000+ monthly users across 100+ countries, overhauling information architecture and user flows to reduce friction and drive conversion.
- Architected and governed a scalable design system (80+ components), establishing UI standards and documentation that accelerated cross-squad development and ensured brand consistency.
- Led executive stakeholder alignment and discovery, synthesizing business KPIs, technical constraints, and localization requirements into a cohesive product roadmap while mentoring cross-functional design execution and establishing responsive UX patterns across desktop and mobile.

**School Nurse Schedule Management Platform - Lead User Experience Designer (8 weeks)**

- Drove concept development and product design for a mobile and web application supporting school and tele-nurse appointment management, serving 150+ users across five counties.
- Modernized a legacy enterprise platform by defining scalable UX frameworks and a long-term experience roadmap to balance immediate operational needs with future growth.
- Aligned Product, Engineering, and clinical stakeholders by facilitating discovery workshops and design reviews to translate complex healthcare compliance and scheduling rules into intuitive user flows.

**Financial Advisor Platform - Lead User Experience Designer (14 months)**

- Facilitated cross-functional design and stakeholder reviews for platforms serving up to 30,000+ users, aligning multidisciplinary teams, synthesizing feedback, and informing product strategy.
- Built AI-assisted prototyping workflows using Cursor, translating concepts into functional front-end prototypes to run moderated usability testing and validate end-to-end workflows with real users.
- Validated product decisions and refined user experiences by applying structured research and experimentation methods, including A/B testing and usability testing.
- Directed developer handoffs and design QA, delivering detailed interaction documentation and partnering with engineers to accelerate execution and preserve design integrity.

### Zebra Technologies | Enterprise Technology/Software Agency | March 2021 - January 2023

**Manufacturing and Distribution Logistics Tracking System - Lead Product Designer (12 weeks)**

- Designed a multi-platform application enabling lifecycle tracking of 20M+ products annually across global retail operations spanning 65+ countries.
- Defined scalable information architecture and structured workflows, translating complex supply chain requirements and strategic objectives into intuitive wireframes and high-fidelity prototypes for large-scale operational environments.
- Governed cross-functional design reviews and executive alignment, uniting product, engineering, and operations leadership on UX direction by balancing business KPIs, technical feasibility, and global field constraints.

**Grocery Store Product Mapper - Lead Product Designer (12 weeks)**

- Orchestrated UX strategy, design direction, and information architecture for a store mapping application, delivering a scalable solution deployed across 280+ locations and supporting 70,000+ employees.
- Established foundational user workflows and UX standards for a net-new platform leveraging emerging technology, creating design patterns that accelerated enterprise-wide adoption.
- Championed design quality and team mentorship, leading design critiques and collaborative reviews to provide actionable guidance that strengthened interaction consistency and overall product craftsmanship.

## Skills

Product Discovery, User Journey Mapping, Responsive Design, Wireframing, Prototyping, Workshop Facilitation, Information Architecture, Design Systems, Developer Handoff, Accessibility Standards (WCAG), Enterprise Design, Visual Design, Interaction Design, Content Design, Figma, Adobe Suite, Cursor, Claude, AI-assisted development tools, Design Critique, Research Synthesis

## Education

**Bachelor of Science in Journalism: Advertising Minor in BA**
University of Oregon • Eugene, OR

**Post Graduate Program in Artificial Intelligence and Machine Learning**
University of Texas • Austin, TX