

ALYSA BUCHANAN

Senior User Experience Designer & Researcher

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UX Designer with 13+ years creating wireframes, prototypes, and high-fidelity mockups for web and mobile. Expertise in Figma, Framer, and Webflow, with a track record of translating complex requirements into intuitive, user-centered interfaces supported by research and usability testing at every stage.

WORK EXPERIENCE

U.S. Digital Response

Remote

UX Research & Service Designer, Lead Volunteer – Nonprofit Civic Tech Solutions for Government

Oct 2025 – Current

- Advising AI strategy, implementation, and governance for a State Board of Education; leading stakeholder interviews and workflow analyses to identify cross-departmental use case opportunities, uncover technical or regulatory constraints, and recommend training for safe, effective AI adoption.

COZ Garage Diesel Repair

Fayetteville, NC

Customer Experience, Marketing, and Operations Manager (Part-Time) – B2B Diesel Repair Services

Jan 2021 – Current

- Directed \$300k investment for company's branding, website development, marketing collateral, investor presentations, and purchase of heavy duty equipment to align with company growth strategy and business objectives.
- Drove \$12,000/month revenue in first 4 months of launch by developing go-to-market strategies, identifying underserved customer segments, conducting competitive analysis, refining pricing models, and CRM implementation.

Blue Cross Blue Shield of North Carolina

Durham, NC (Remote)

Senior Product Design Researcher & Program Manager – B2C Member Portal

Apr 2023 – Oct 2023, 6mo contract

- Designed experiences for 250,000+ monthly users by leading cross-functional workshops and a 500-participant survey across five consumer segments to inform roadmap priorities, features, and content/UI for the B2C Patient Portal.
- Improved data security for 4.3 million customers by advocating for two-factor authentication; conducted primary user research (n=100) and synthesized evidence-based peer-reviewed studies to encourage prioritization of engineers and product teams on usability and adoption.

Twilio Segment

San Francisco, CA (Remote)

Product Design Research Manager – B2B SaaS Enterprise Customer Data Platform

Apr 2022 – Feb 2023

- Managed 5 direct reports across 9 product areas and 30 quarterly projects at all product lifecycle stages. Conducted 1:1s to provide feedback, prioritize competing stakeholder demands, and resolve interpersonal conflicts.
- Achieved 20% faster participant recruitment for team of 40 researchers by building research operations infrastructure that streamlined processes, consolidated tools, and established clear budget protocols.

Sealed Air

Charlotte, NC (Remote)

Product Experience Design & Research Manager – B2B eCommerce

Nov 2020 – Apr 2022

- Led 4-person Product Design & Research team in strategy, scoping, prioritization, and roadmap creation to align with larger business initiatives. Created first company-wide Product Knowledge Base to save and disseminate ongoing KPI tracking, research studies, timelines and historical product decisions.
- Achieved 25% decrease in cart abandonment, boosting revenue by \$20K per month by redesigning checkout funnel from 7 to 3 screens; uncovered common drop-off points via product analytics, user session recordings, and 9 user interviews.
- Drove 30% reduction in support tickets by designing and launching an in-app, on-screen New User Onboarding experience knowledge base. Drove additional 10% reduction achieved through KPI tracking and iterative improvements.

- Enabled 300% user base increase and \$6 Million in Series A funding by overhauling the original MVP's UX, UI, and product features; led full redesign through creation of wireframes, prototypes, and qualitative & quantitative research.
- Delivered \$100M in energy cost savings and 33% reduction in consumption by translating disparate data and client-specific KPIs into real-time AI driven Energy Management System for industrial warehouses and chemical processing plants.
- Established first Product Research & Design practice at 30-person startup, driving company-wide shift to user-centered product development. Created and evangelized Research Roadmap that was adopted as the official Product Roadmap, aligning the team around user insights and business needs that translated into technical requirements.
- Conducted 30+ user interviews, ethnographic studies, and product demos over 9 months, to inform feature development and improve customer-facing communications.
- Partnered closely with Product and Engineering in Agile sprints, backlog management, retros, and QA to author Product Readiness Documents (PRDs), ensure technical feasibility and delivery of user-validated features.

North Carolina State University, College of Design

User Experience Research & Product Design Instructor

Raleigh, NC
Aug 2017 – May 2019

- Mentored 100+ Senior UX scholars and 400+ Junior designers in Capstone Design and UX Masterclasses. Topics included wireframing & prototyping mobile apps, user testing, branding, and public speaking.

PANDORA Jewelry, Americas Headquarters

Merchandising Design National Accounts Coordinator, Experience Design Team – B2B & B2C Retail

Baltimore, MD
Sept 2012 – Jan 2016

- Contributed to 74.1% revenue growth over 3 years (from \$567M to \$987M) by leading in-person consumer research, A/B testing, and shopper behavior studies; transformed insights into product displays and multichannel marketing campaigns for NFL, Disney, Jared, Nordstrom, and 1,500 franchise locations.

EDUCATION & CERTIFICATIONS

Indiana University, Kelley School of Business

Master of Business Administration; Data and Business Analytics

Bloomington, IN (Remote)
Part-time, expected graduation Summer 2027

North Carolina State University

Master of Experience Design and Research

[Thesis Work: "Supporting Soldier Mental Health on Deployment via AI, Mobile Apps and Wearable Devices"](#)Raleigh, NC
September 2017 – May 2019

Stevenson University

Bachelor of Science; Visual Communication Design, Marketing Minor

Baltimore, MD
September 2010 – May 2014

Manager CORE Series, LifeLabs Learnings

Leadership Essentials, eCornell

Data Analysis, Healthcare Specialization, ELVTR

User Research Specialization, Nielsen Norman Group

January 2023

November 2022

December 2021

May 2021

SKILLS

Tools: Figma, Jira, Notion, Confluence, Mixpanel, UserTesting, Pendo, Google Analytics, FullStory, Qualtrics, Excel, AirTable, Framer, Webflow, Wordpress

Research (UX & Market): Qualitative and quantitative methods; consumer interviews, usability testing, product analytics, survey writing, persona development, A/B testing, heuristic evaluation, data visualization, regression & predictive analytics

Design (UI, UX, Product, Service): User-Centered Design Thinking, wireframes & prototyping, design systems, journey mapping, task & user flows, rapid design ideation & iteration, dashboard design, accessible design practices, visual design principles, HCI principles

Product Management: Cross-functional collaboration & communication, vision & strategy, balancing business & user needs, roadmap planning, defining & tracking success metrics, backlog management, Agile methods, authoring Product Requirement Documents (PRDs), building & maintaining Insight Repositories