

# ALISSA BRIGGS

## DESIGN LEADER & STRATEGIST

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### WORK EXPERIENCE

**DIRECTOR, USER EXPERIENCE** *Brigade* 2015–Present

Built, managed, and scaled design, research, and customer care teams at a \$9.3M-funded civic tech startup. Worked directly with CEO to define company strategy, roadmap, and user-centric culture.

#### **Drove Key Business Metrics via Design Strategy**

Led design strategy for key mobile and web projects to deliver significant business outcomes. One-month growth project resulted in 710% increase in daily signups and 500% increase in viral sharing.

**SENIOR DESIGN MANAGER** *Intuit* 2009–2014

Head of design for business unit with 15+ web, mobile, and desktop products that generate hundreds of millions of dollars in revenue and serve millions of consumer and enterprise customers worldwide.

#### **Established Company-Wide Design Ecosystem**

Partnered across business units and external design agency to craft and evangelize Intuit-wide Design System. Design Lead on high profile project defining QuickBooks long-term user experience vision.

#### **Redesigned Flagship Product in 12 Months with Significant Business Impact**

Led redesign of QuickBooks Payroll. On-time launch drove 100% increase in subscriptions year-over-year.

#### **Led Design for 3 Top-Rated Mobile Apps**

Led design for three top-rated mobile apps featured multiple times by Apple and Android. Key contributor to company-wide mobile pattern library and community.

#### **Innovation Catalyst**

Cultivated culture of rapid, user-centric innovation through design thinking and facilitation.

**DESIGN & DEVELOPMENT LEAD** *Assorted* 2005–2009

Design, development, and management at enterprise, startup, nonprofit, research, and media organizations.

### EDUCATION

#### **CARNEGIE MELLON UNIVERSITY**

M.S. Human-Computer Interaction  
B.S. Computer Science

#### **YALE UNIVERSITY**

Certificate, Business Perspectives for  
Creative Leaders

### THOUGHT LEADERSHIP

Speaker at SXSW Interactive, Enterprise UX, UXPA, and Grace Hopper Conference. Featured in industry books, blogs, podcasts, and webinars. Recipient of 6 leadership and service awards.

### PERSONAL

Maker and Adventurer. I draw, write, sew and solder wearable electronics, rock climb, backpack, and travel.