

ALEXIS PARK

Creative Director, UX / Product Design

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Visionary design leader with 10+ years building and scaling high-performance UX teams across retail, fintech, enterprise, and consumer platforms. Expert at translating complex business challenges into elegant, human-centered experiences—spanning native apps, responsive web, and in-store touchpoints. Known for establishing design culture, elevating craft standards, and driving measurable outcomes through strategic vision, cross-functional partnership, and a deep commitment to inclusive, accessible design.

EXPERIENCE

Senior Manager, Product Design

May 2021 – Present

Albertsons Companies (Safeway · Vons · Pavilions)

- Set org-wide design vision and strategy across mobile app, responsive web, and physical store touchpoints serving millions of customers nationwide.
- Directed UX across a \$70M loyalty portfolio — leading strategy, overseeing execution, and directing vendor partners — spanning 4 key pillars: partnerships, membership, deals hub, and offer simplification.
- Directed the design of Meal Plans, driving 1,200% YoY growth in feature usage through clear UX strategy and hands-on design leadership.
- Sourced and managed two external vendor relationships responsible for defining loyalty program branding and end-to-end product experiences.
- Recruited, hired, and developed a team of 4-8 product designers and researchers; reduced feedback loops and revision cycles from 6 weeks to 2 weeks by formalizing critique rituals, design standards, and delivery processes.
- Present design vision and strategy to C-suite and executive stakeholders, translating complex user needs and business goals into a clear, compelling design narrative.

Associate Creative Director, UX

Jun 2018 – May 2021

Deloitte Digital

- Directed UX strategy and delivery across enterprise-scale engagements for global clients including McDonald's, Johnson & Johnson, UBS, Anthem, Meta, and Shred-it.
- Led discovery research, stakeholder alignment workshops, and experience strategy definition for complex digital transformation programs.
- Built and managed hybrid onshore/offshore design teams; created scalable delivery processes that maintained quality at speed.
- Elevated the role of design as a strategic discipline within client organizations, establishing UX as a driver of business value.

Senior Product Designer

Dec 2016 – Mar 2018

JP Morgan Chase

- Designed and shipped the 1.0 launch of a millennial-first mobile banking experience, from concept through production-ready delivery.
- Introduced cross-team design rituals—workshops, crits, and delivery standards—that unified collaboration across product and engineering.

Senior UX Designer

Jun 2016 – Dec 2016

Starbucks

- Designed internal iOS and Android apps used by 200K+ global partners (employees), driving usability and operational efficiency.
- Led responsive redesign of the enterprise partner portal across North America.

- Founded and launched the company's first internal design pattern library—the foundation for a scalable design system.

Product Designer

Dec 2015 – Jun 2016

Hotwire

- Owned end-to-end UX design for Hotwire Cars responsive web experience, driving conversion improvements through user research and iterative design.

UX Architect

Dec 2013 – Dec 2015

WalmartLabs / Sam's Club

- Architected omnichannel pickup experiences including digital check-in, curbside, and kiosk flows—now table stakes in retail.
- Led UX design for Sam's Club membership sign-up, renewal, and checkout—directly impacting acquisition and retention.
- Built and scaled the design system for Samsclub.com and its mobile app; established and maintained the foundational pattern library.

UX Design Consultant

Dec 2012 – Dec 2015

Freelance

- Delivered UX audits, competitive analyses, and research-driven redesigns for startups and growth-stage companies.
- Produced wireframes, interactive prototypes, and high-fidelity UI assets across a range of industries and platforms.

CORE COMPETENCIES

Design Leadership & Culture	UX Strategy & Vision	Creative Direction	Design Systems
Omnichannel Experience	Cross-Functional Alignment	User Research & Testing	Interaction & Visual Design
Stakeholder Storytelling	Prototyping & Concepting	Agile / Lean UX	Accessible Design (WCAG)

TOOLS & TECHNOLOGY

Figma · Adobe Creative Suite · Principle · Procreate · Notion · Keynote · ChatGPT / AI-assisted Design · GitHub (collaboration) · JIRA · Miro

EDUCATION

B.A. Psychology, Minor in Diversity

University of Washington

UX Design & Front-End Development

General Assembly