

Alissa Young

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Summary

Strategic UX leader with over a decade bridging design, technology, and business goals. Has taken products from zero to launch, led cross-functional teams, and scaled design systems for enterprise and consumer applications. Deep background in regulated industries: healthcare, children's data (COPPA), and enterprise.

Expertise

- + UX Strategy & Leadership
- + UX Audits & Optimization
- + Information Architecture
- + Design Systems Implementation
- + User Research & Testing
- + Data-Driven Design Decisions
- + Prototyping & Interaction Design
- + Multi-Platform Experience Strategy

Experience

Co-Founder & Head of Product & UX | DoCurious // Dec. 2025 - Present

- + Defined the UX vision and journey architecture for a multi-audience K-12 learning platform: 20 canonical user flows spanning students, parents, teachers, and school administrators, used as the source of truth for all design and engineering decisions.
- + Took the platform from concept to live school pilots in seven months, directing design and delivery across web app, admin console, and public marketing surfaces.
- + Established the design system end to end: Figma-sourced design tokens compiled into production code, a Storybook component library, and written component and UX copy standards.
- + Designed compliant-by-default experiences for users under 13 (COPPA), including consent-aware onboarding and parent-approval sharing flows.
- + Built a production evidence system verifying 295 distinct product states with visual proof, making experience quality measurable and transparent to school stakeholders.
- + Authored the product's personalization roadmap, sequenced from editorial curation to recommendation systems.

UX Design Manager | Zoomcare // Oct. 2022 - July 2024

- + Reduced task completion times by 50%+ through strategic UX improvements in an Electronic Medical Record (EMR) system.
- + Improved alignment with business and user needs via redesign of large-scale EMR and scheduling system.
- + Managed and design-directed a team of six designers across six domains, enhancing team UX maturity and efficiency.
- + Enabled scalability by implementing a comprehensive company-wide design system.
- + Facilitated cross-functional workshops and design sprints with executives, product managers, and engineers.

Sr. UX Designer / Researcher | Extensis // Jan. 2022 - Sept. 2022

- + Increased website conversions by 30% through data-driven UX/UI improvements.
- + Improved usability and customer engagement with redesign of the company website, and implementation of a design system.
- + Equipped the product teams and management with revenue dashboards and user analytics, enabling data-informed product decisions.

Sr. UX Designer | Cirium // Aug. 2020 - Jan. 2022

- + Significantly reduced developer rework and improved design consistency by establishing the company's first design system.
- + Delivered a massive site-wide redesign to the company's business website within a tight 8-week deadline.
- + Sped up design and development by building scalable Figma components in collaboration with developers.

UX Architect | CMD Agency // Sept. 2017 - Aug. 2018

- + Delivered a 300% increase in customer inquiries via leading UX efforts for a major corporate website redesign.
- + Designed a custom headless CMS to manage site components and improve design consistency.

Freelance UX Architect | Independent // Aug. 2018 - Present · Murdock Trust, U of Oregon, Serenity Studios

Web Developer | CMD Agency // Nov. 2014 - Dec. 2016

C# Developer | Graphic Products // June - Oct. 2014

Web Developer | Caffeine Interactive // May 2012 - Jan. 2014

Education | College of Southern Nevada // Web Design & Front-End Development, 2009 - 2011