

Alyxis Sutherland

Lead Digital Product Designer

Designing seamless, accessible experiences that delight millions.

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WORK EXPERIENCE

Lead Product Designer

Nov 2025 - Present

Upwork | Puyallup, WA

- Lead design strategy for a 0→1 reputation framework to strengthen trust between clients and freelancers, defining credibility signals that help users discover better matches across the marketplace.
- Drive end-to-end product design from discovery through concepting and prototyping, aligning new reputation experiences with Upwork's evolving web design system and platform standards.
- Facilitate cross-functional workshops and design critiques with product, engineering, research, and content partners to shape problem framing, explore concepts, and align on product direction.
- Provide design leadership and mentorship for a team of 3 designers, delivering actionable feedback, guiding craft quality, and supporting thoughtful design decisions across projects.

Lead Product Designer

July 2018 - Aug 2025

Starbucks | Seattle, WA

- Led end-to-end UX/UI design for high-impact transactional experiences across Starbucks' digital ecosystem, across iOS, Android, Web, and Point of Sale platforms (serving ~30 million users). Delivered solutions that drove increased customer spend and visit frequency while reducing friction and drop-off.
- Collaborated cross-functionally with product managers, engineers, researchers, QA, and business stakeholders to define requirements, validate designs, and launch scalable features aligned with customer and business goals.
- Established and implemented a robust accessibility process for mobile platforms (iOS and Android) to ensure inclusive, WCAG-compliant experiences and improve design consistency and quality across the app ecosystem.
- Led cross platform redesigns of features like product detail and store pages across iOS, Android, and Web, reducing user drop-off and increasing average order value. Introduced new features like scheduled ordering, enhancing the in-store experience and supporting operational efficiency.
- Led user research initiatives using wireframes, high-fidelity designs, and interactive prototypes to validate design direction and uncover actionable insights across the product lifecycle.

SKILLS

Product Design (UX/UI) · AI/ML Algorithms · Design Systems · Figma · Prototyping · User Research · A/B Testing · Accessibility (WCAG) · Stakeholder Alignment · Agile Methodologies · UX Strategy · Mentoring

EDUCATION

University of Washington | Seattle, WA

Graduated 2018

Informatics Bachelor of Science with a Human-Centered Design focus & Ethics Philosophy Minor