

# ALYXIS SUTHERLAND

## Lead Digital Product Designer

Designing seamless, accessible digital experiences that scale across platforms and delight millions.

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### WORK EXPERIENCE

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**Lead Digital Product Designer**  
Starbucks | Seattle, WA

July 2018 - Aug 2025

- 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.

**UX Design Intern**  
Starbucks | Seattle, WA

June 2017 - Aug 2017

- Redesigned the Mobile Order & Pay search experience for iOS and Android, improving search relevance, navigation, and cross-platform consistency. Enhanced screen reader accessibility and reduced order completion time via search by 50%.

**Business Data Analyst Intern**  
Amazon | Seattle, WA

June 2016 - Aug 2016

- Developed a predictive model using multivariate linear regression to forecast advertiser churn on Amazon's Marketing Services platform, identifying users likely to disengage within 30 days and informing targeted retention strategies.

### SKILLS

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|--------------|------------------|-----------------------|-----------------------------|---------------------|----------------------|
| UI/UX Design | AI/ML Algorithms | Stakeholder Alignment | Prototyping & User Research | Agile Methodologies | Accessibility (WCAG) |
| Figma        | Design Systems   | UX Strategy           | Procreate                   | A/B Testing         | Product Thinking     |

### EDUCATION

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**University of Washington** | Seattle, WA

Graduated 2018

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