Alissa Condra

Senior product designer

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Senior product designer with 17+ years leading experience design and research for startups to enterprises in the US and Australia, including Westfield, Mastercard, Allianz and BT Financial Group. I use AI tools throughout my design process, and I design and build AI-enabled tools and features when they are the best way to meet a user need.

Experience

AI SYSTEMS AND VENTURES · 2020 TO PRESENT

Co-founder, Nonprophet AI — Atlanta · 2025 to present

Co-founded an AI strategy, implementation and training firm for nonprofits with Mike Mitchell. Lead client relationships, discovery, strategy and content; co-created the Capacity Command Center product and delivered AI training for nonprofit networks.

Founder, Aligned XD — Atlanta · 2026 to present

Founded a UX and AI consultancy for small and mid-sized businesses. Apply UX research and service design to business operations and design AI-enabled tools where they meet customer needs, including the Maya voice agent for Best Life Physical Therapy and a crisis-aware chatbot for Pivot Counselling in Australia.

Independent UX and AI consultant, ACXD — Atlanta · 2020 to present

- Vaimo: As Experience Design Lead, led research, UX and UI for enterprise eCommerce experiences on Adobe Commerce (Magento) for Encore, Runnings, Lippert and Next Level Apparel.
- xRevenue: Designed the full UX and UI for a startup's LinkedIn marketing automation product, from user research to a complete v1 design.
- Centene: Contributed to a new digital strategy team on contract.

LEADING UX IN SYDNEY · 2015 TO 2019

Senior UX Lead, Fusion Labs — Sydney · Oct 2018 to Jul 2019

Led UX and UI for the Westfield WhatsMine loyalty app from launch to 100,000+ downloads. Led C-level training and workshops on Lean Startup and human-centered design for enterprise clients.

Independent UX/UI designer — Sydney · Dec 2017 to Dec 2018

Designed products and launch strategy for startups, including the Become Education student app, and designed the UX for Mastercard's immersive executive visitor center with the agency Imagination (2018).

UX Lead (contract), BT Financial Group — Sydney · Aug 2017 to Dec 2017

Led research, information architecture, UX writing and build for BT's professional resources website on Adobe Experience Manager.

UX Instructor (contract), Academy Xi — Sydney · Aug 2017 to Oct 2017

Improved the UX design curriculum and coached students in UX strategy and methods.

Customer Experience Research Consultant, Objective Experience — Sydney · Apr 2016 to Jul 2017

Led end-to-end customer research projects, from scripting and moderating interviews to reporting findings and recommendations.

Customer Experience Lead, Tquila ANZ — Sydney · Jul 2015 to Apr 2016

Built and led the UX strategy, including repeatable processes, tools and deliverables for national and global clients.

UX Designer, Publicis Pusher — Sydney · Feb 2015 to Apr 2015

FOUNDER · 2014 TO 2018

Founder and Chief Product Officer, BoxHawk Minneapolis · Aug 2014 to Sep 2018

Co-founded a last-mile delivery startup and led product design, launch, brand and investor pitching.

SYSTEMS TO UX · 2007 TO 2015

UX Consultant, Slalom Consulting Minneapolis · Oct 2014 to Feb 2015

Drove end-to-end CX strategy for internal and external sites and applications.

Senior UX Designer and Business Analyst, RBA Minneapolis · Jun 2010 to Jan 2013

Moved from business analysis into UX design, leading experience design for client sites and applications.

Business Analyst, Travelers Insurance St. Paul · Jun 2007 to Jun 2010

Leadership and teaching

- **Teaching and mentoring:** Taught and improved UX curriculum at Academy Xi, ran a UX apprenticeship program, and coached junior designers into their first roles.
- **Teaching and speaking:** Speak and run workshops on UX and AI adoption for business and nonprofit audiences, including Atlanta Women in AI, Cobb Collaborative and the Philanos National Conference.
- **Building UX practices:** Established UX strategy, processes and deliverables at Tquila ANZ and led UX at Fusion Labs.
- **Founding:** Founded or co-founded BoxHawk, Nonprophet AI and Aligned XD.

Skills and tools

UX and product	UX strategy, user research, service design, information architecture, UX writing, prototyping, design systems
AI systems	Conversation design, AI agent and chatbot design, prompt and skill design, voice agents, AI readiness and adoption
AI platforms	Claude and Claude skills, ChatGPT, Retell AI, Pickaxe, Make, Zapier
Build and web	Astro, Netlify, GitHub, WordPress, Adobe Experience Manager, Adobe Commerce (Magento), GoHighLevel, Salesforce
Design	Figma, Sketch

Education

University of Wisconsin–Eau Claire · BBA, Information Systems, Systems Design emphasis; Business Communication Certificate. Cum laude, with honors.