Portfolio

Alissa Briggs

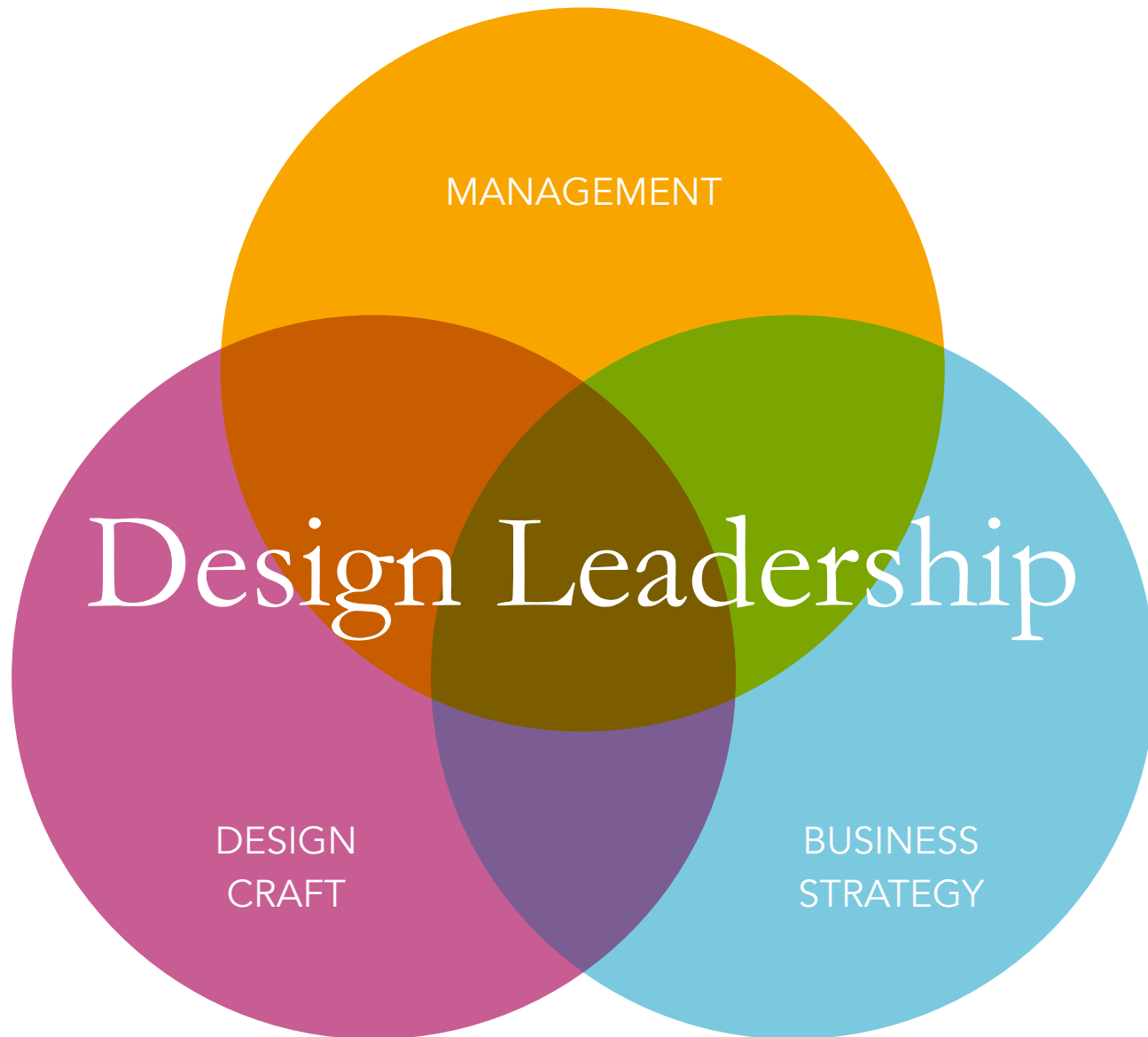Updated April 2016
Please contact me for recent work samples

Hello! I'm Alissa.

I lead and scale high-impact design teams.

MANAGEMENT

Design Leadership

DESIGN
CRAFT

BUSINESS
STRATEGY

Proven Leader

I consistently lead teams to exceed business goals while receiving top employee engagement scores.

"Alissa is an amazingly talented designer, strategic thinker and great leader... she is one of the best manager I have ever had.

"She inspires me to drive harder for results and deliver the best experience possible to our customers... she is a spectacular manager and mentor I cannot say enough good things about.

"She was an influential leader and integral part of our business unit. She gave design a voice, and helped each member of her team develop their own.

Case Study 1

Brigade

Brigade

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1. Product Redesign

Role

Design Leader

I am working closely with our CEO, President, COO, CTO, and Head of Product to redesign the Brigade strategy, product, and experience.

STRATEGY   PLAN   PROTOTYPE   EXECUTE

Strategy

Our leadership team met in January 2016 for a strategy planning offsite.
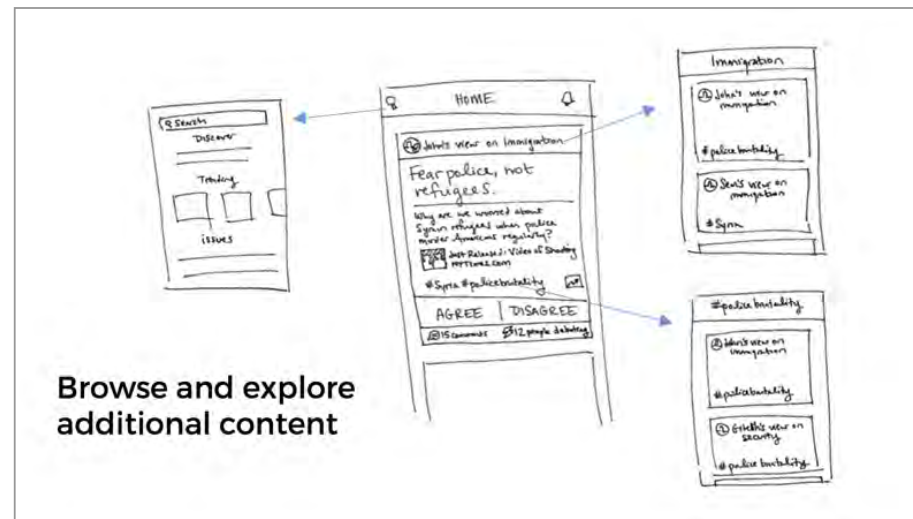
Mission

2016 Business Goals

Target User

Value Proposition

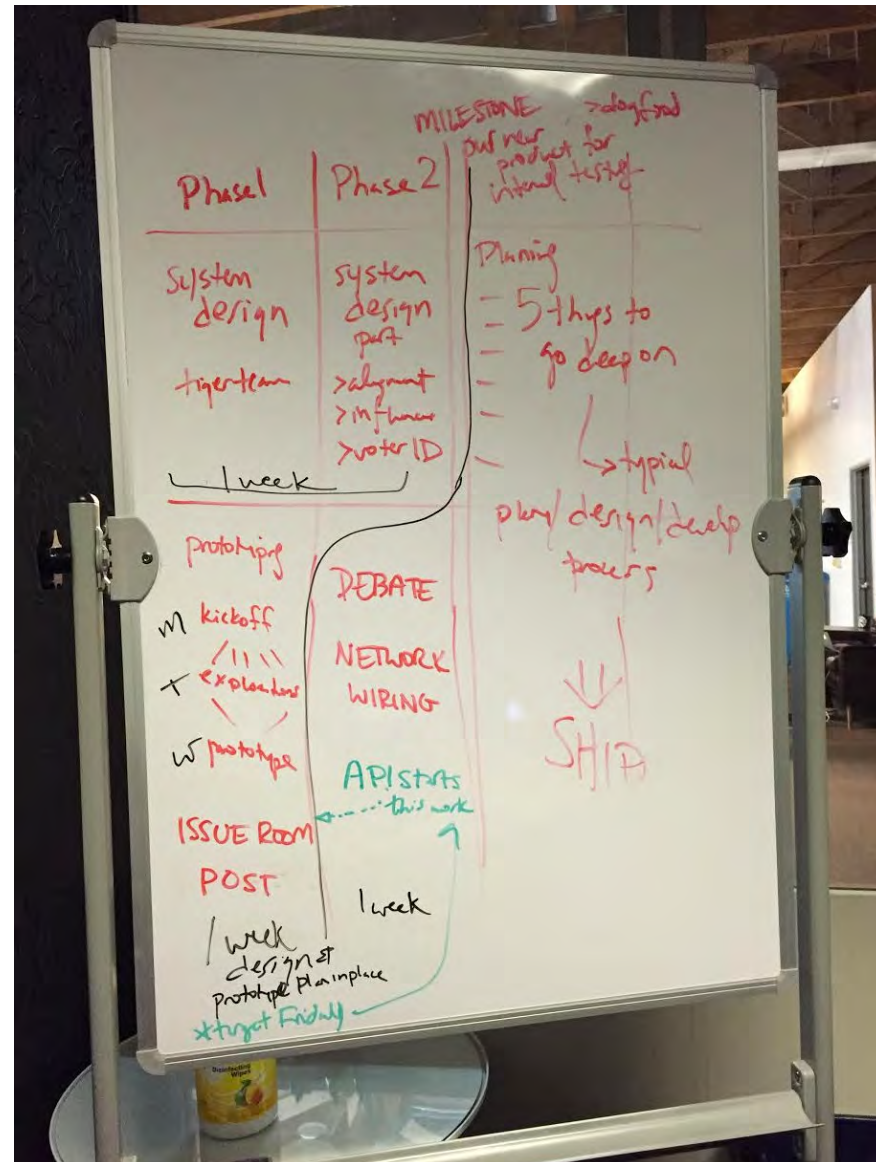Key Product Bets

How might we...

...Help users find and engage with interesting issue content and influencers?

Browse and explore additional content

Plan

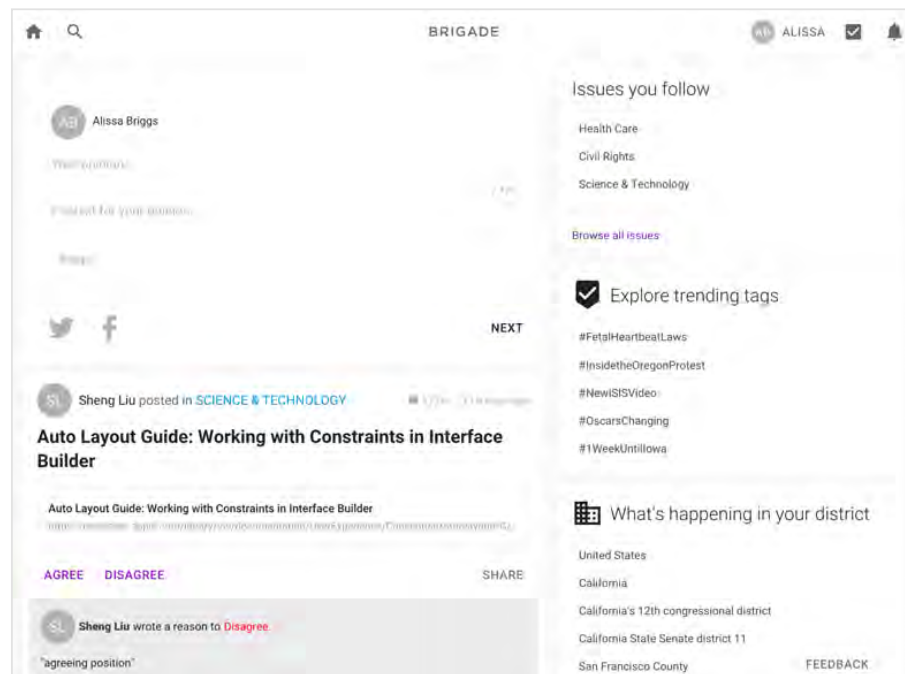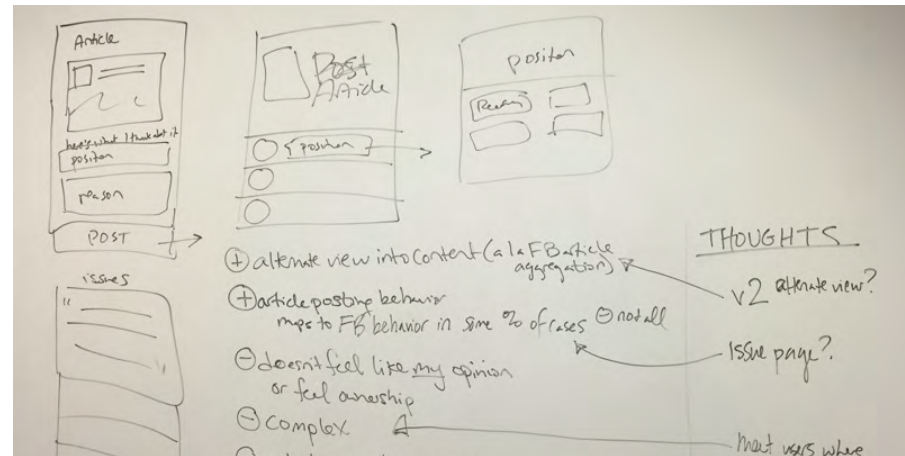Advocated for prototyping phase to vet new direction.

Defined prototyping plan and schedule, achieving buy-in from leadership and cross-functional partners.

Prototype

Led team through process of brainstorming, sketching, and prototyping alternatives.

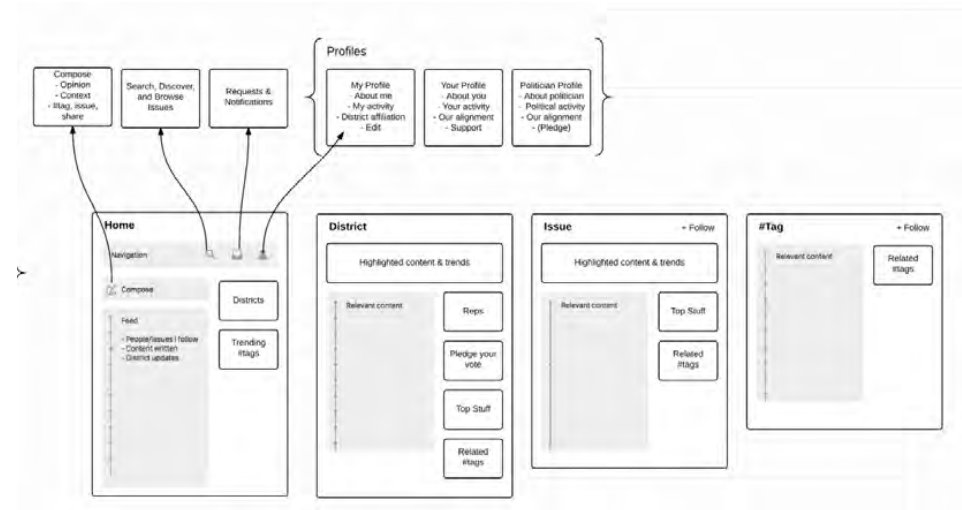Ran internal experiments to solicit feedback and increase team buy-in.

Execute

Worked closely with team to define execution plan for Brigade 2.0

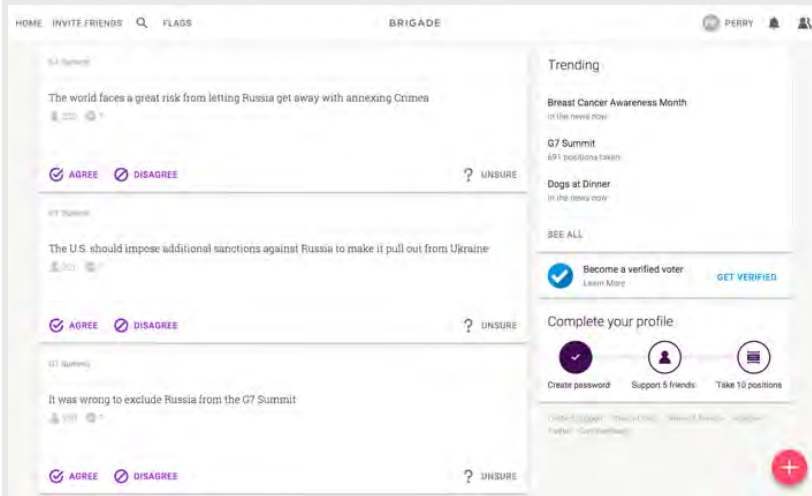Hired 3 top-notch designers in 2 weeks to execute on plan; will add 1-2 more by end of month

Train team, define new processes, set design direction and strategy, oversee day-to-day work, planning and project management

Designs have been delivered on-time and at high quality on an extremely aggressive schedule
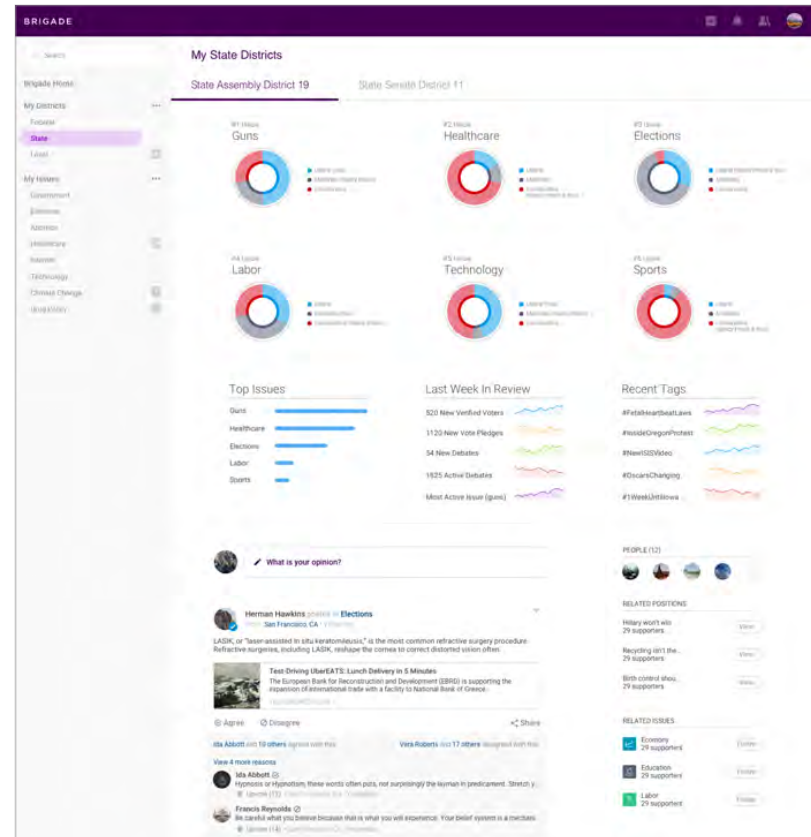
Before

After

Brigade

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2. Onboarding

Role

Design Lead

Research and design lead with lightweight support from a visual designer / illustrator.

INSIGHTS   PLANNING   IA   UI DESIGN
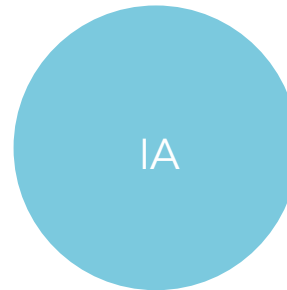
Before
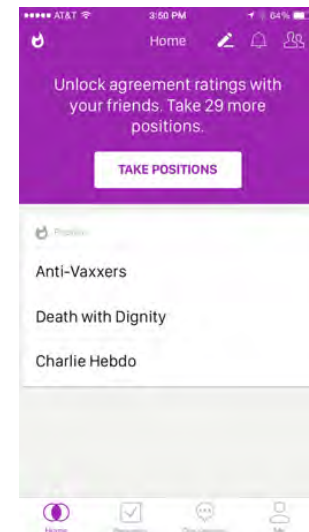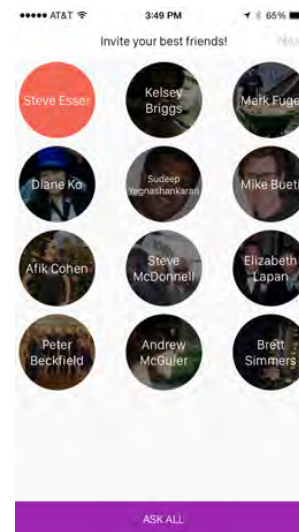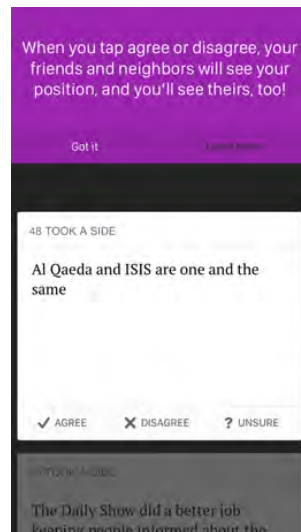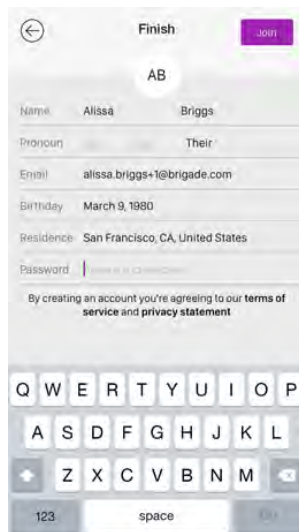
Insights

We ran user sessions to
identify opportunity areas.

Lack of context feels unwelcoming

Too many unnecessary steps

Address collection feels scary

Confusion around purpose of the app

Project Plan

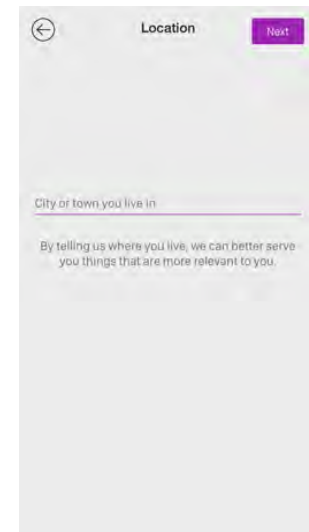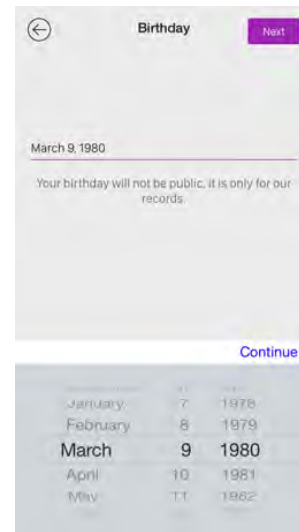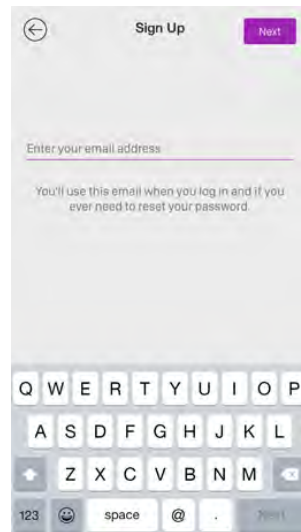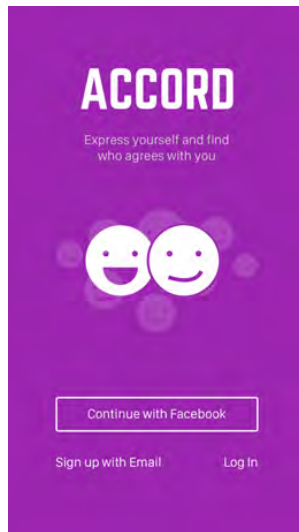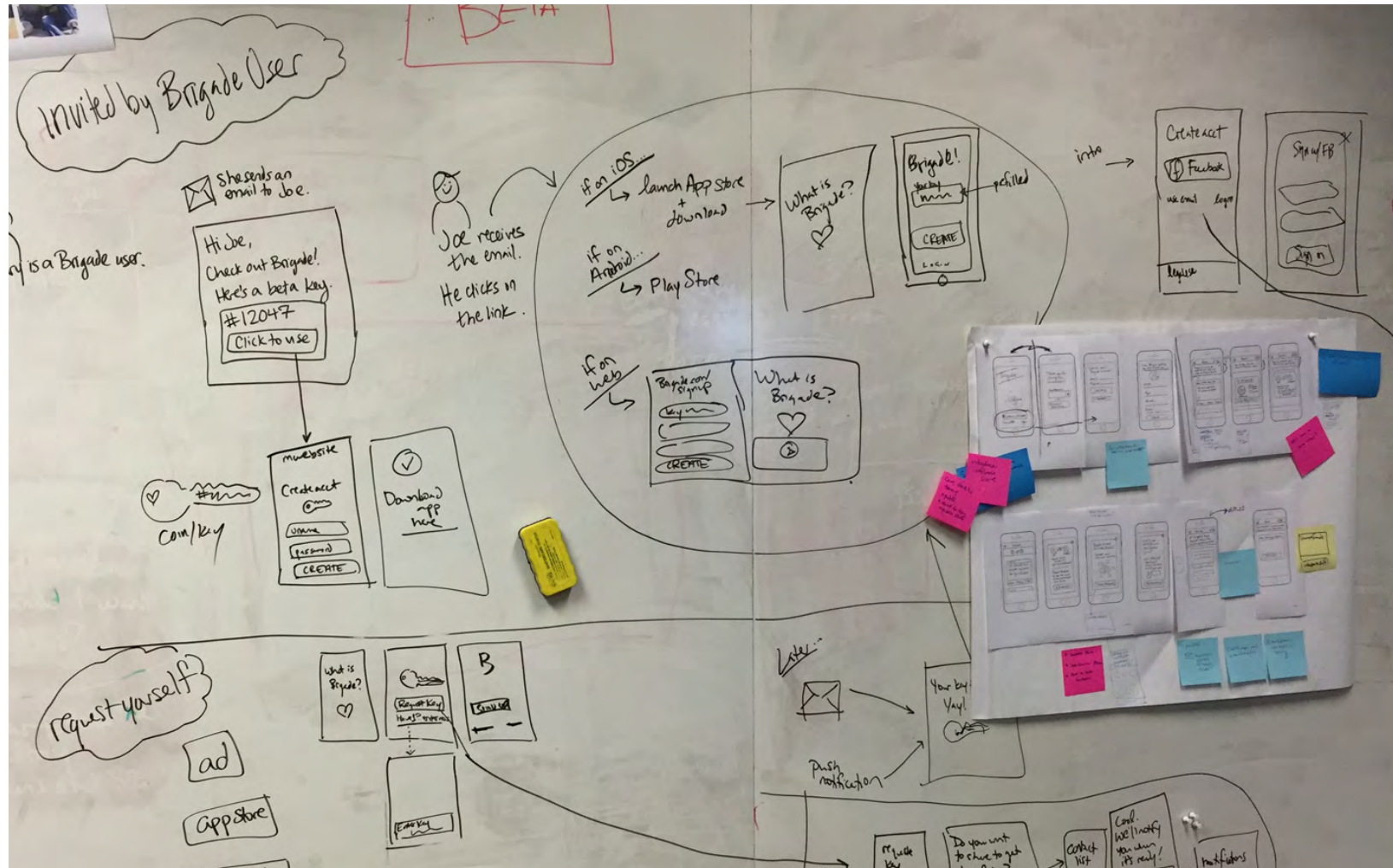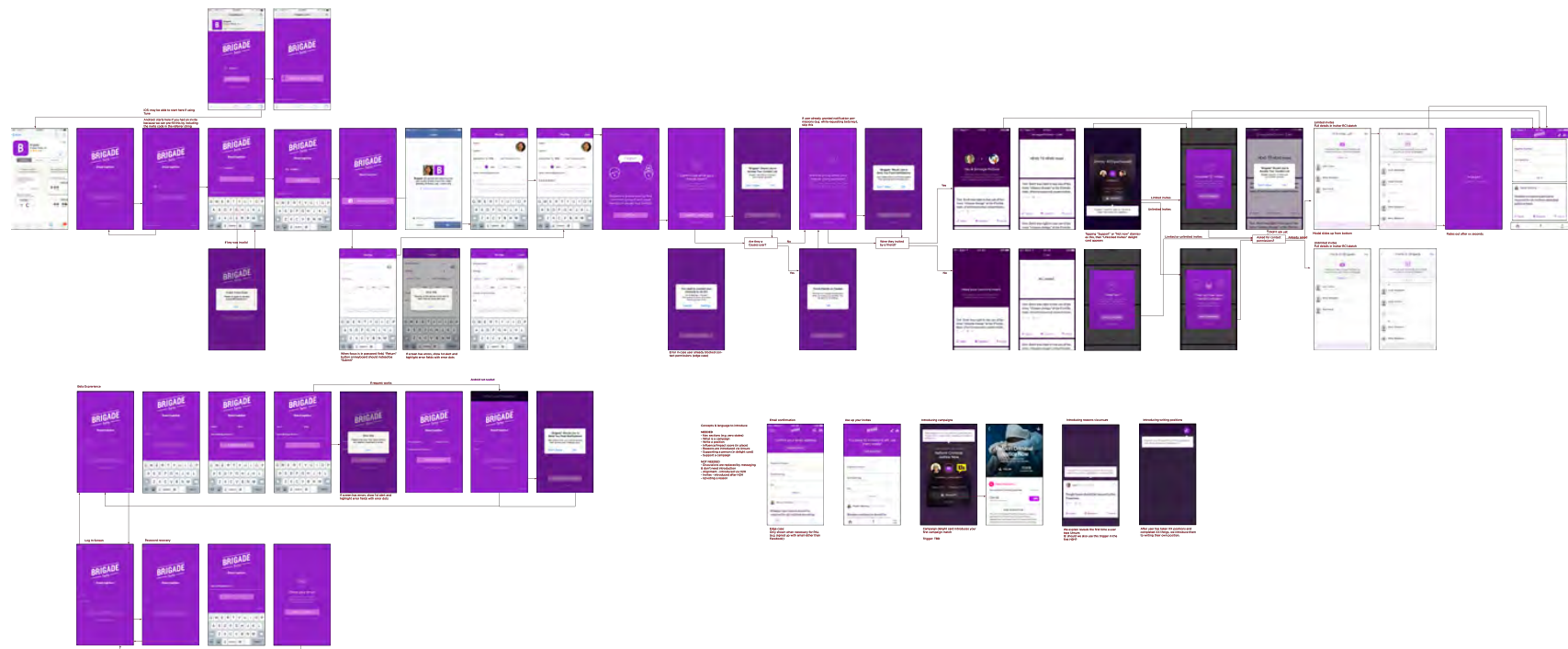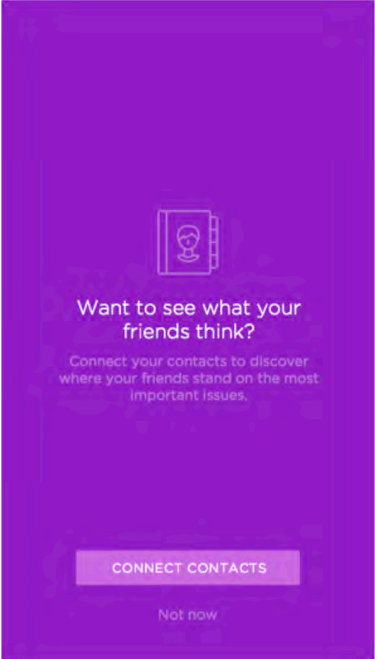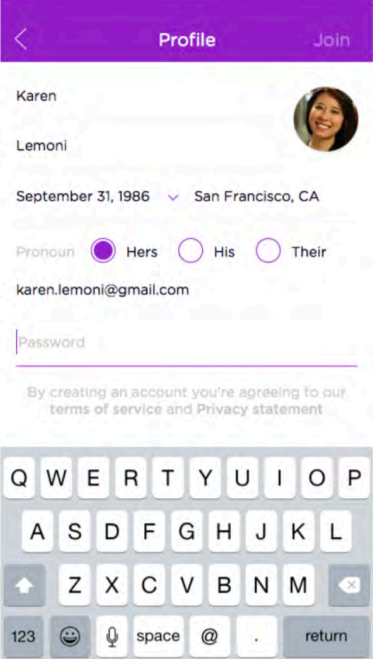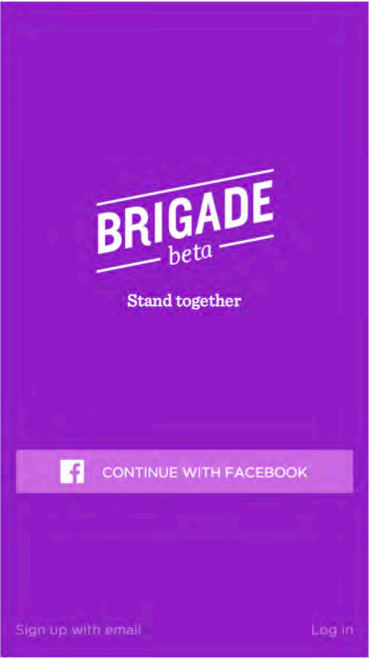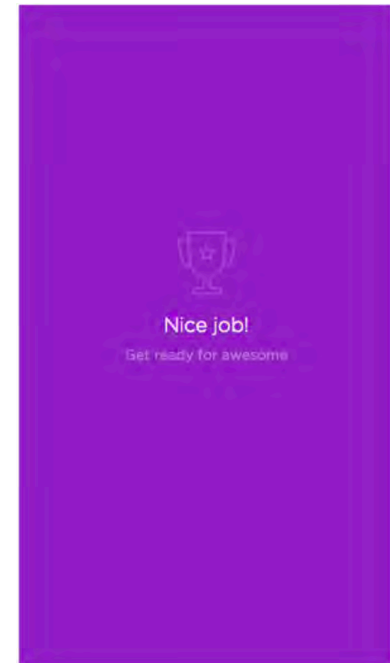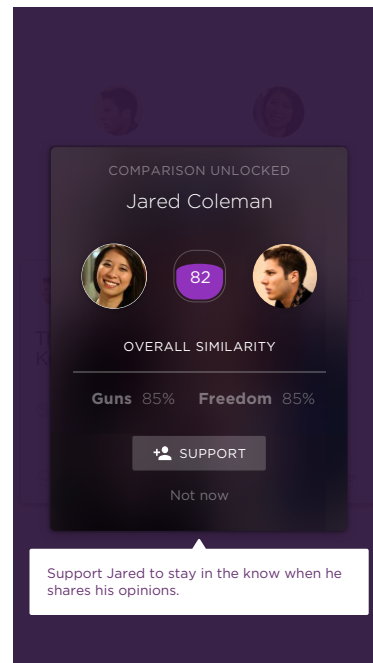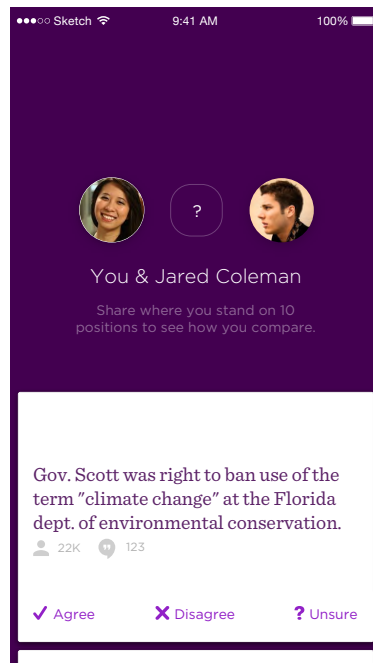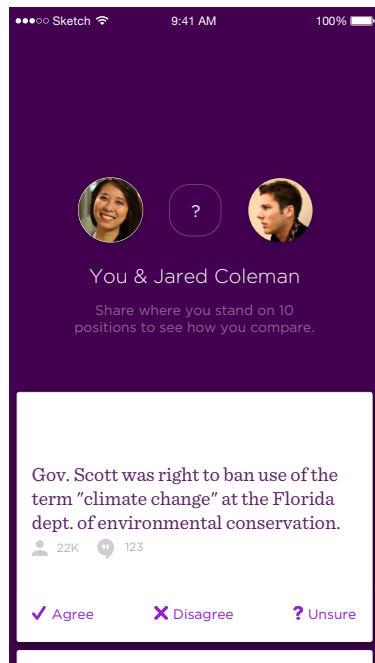| Mon	Tue	Wed	Thu	Fri
2	**3** FTU Project Plan	**4** Review v1 story thinking Story input: Matt, Jason, James, Jenn, Andrew Storyboards	**5** Customer input on storyboards (HS, AB, GG) > Debrief customer learnings	**6** Refine v1 story (AB, GG) Input: Matt, Jason, James, Jenn, Andrew
9 Finalize v1 story > Deliverable to communicate v1 story	**10** Define goals for FTU (AB, GG) > List of goals for FTU	**11** FTU analysis Workshop: use FTU goals to evaluate current experience – PM, Design, Leadership > Problems/Opportunities for FTU improvements	**12** Alissa traveling Synthesize & prioritize workshop outcomes > Prioritized list of opportunities to work on	**13** Alissa OOO
16 Alissa traveling	**17** Sketchstorm – PM, Design, Leadership – Jenn	**18** Concepts > wireframes	**19** Evaluate w/ users	**20** Iterate > Proposed concept design
23 Iterate Share w/ leaders for input	**24** Prep prototype	**25** Evaluate w/ users (HS, AB, GG) Draft detailed design plan	**26** Iterate	**27** Product Council, 4pm Approval: – Concept design – Detailed design plan

Concept Exploration

Site Map

BRIGADE
beta

Stand together

[f] CONTINUE WITH FACEBOOK

Sign up with email   Log in

< Profile   Join

Karen

Lemoni

September 31, 1986   ∨   San Francisco, CA

Pronoun   ● Hers   ○ His   ○ Their

karen.lemoni@gmail.com

Password

By creating an account you're agreeing to our
terms of service and Privacy statement

Q W E R T Y U I O P
A S D F G H J K L
⬆ Z X C V B N M ⌫
123 ☺ 🎤 space @ . return

---

education   immigration   foreign polic

justice system   women's rights   religi

media bias   net neutrality   surveillance

rity rights   animal we

health care   LGBTQ ri

I agree!

nat   transporta   guns

freedom of speech

labor   food standards   environment

Brigade is a new way to find
common ground with your
friends on issues that matter.

LET'S GO!

Want to see what your
friends think?

Connect your contacts to discover
where your friends stand on the most
important issues.

CONNECT CONTACTS

Not now

You & Jared Coleman

Share where you stand on 10
positions to see how you compare.

Gov. Scott was right to ban use of the
term "climate change" at the Florida
dept. of environmental conservation.

22K   123

✓ Agree   ✗ Disagree   ? Unsure

You & Jared Coleman

Share where you stand on 10
positions to see how you compare.

Gov. Scott was right to ban use of the
term "climate change" at the Florida
dept. of environmental conservation.

22K   123

✓ Agree   ✗ Disagree   ? Unsure

COMPARISON UNLOCKED
Jared Coleman

82

OVERALL SIMILARITY

Guns 85%   Freedom 85%

👥 SUPPORT

Not now

Support Jared to stay in the know when he
shares his opinions.

Nice job!

Get ready for awesome

Outcomes

93% onboarding conversion

82% connect address book

"With every piece of info I added, it felt like I was getting somewhere.

"This was fun and feels like a game!
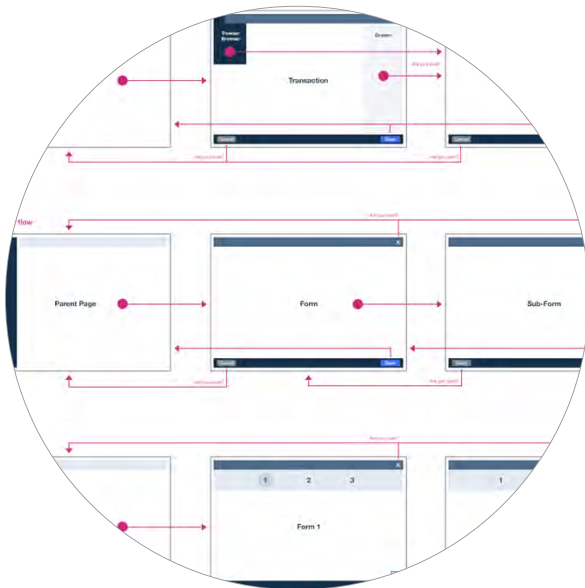
Case Study 2
_____

Small Business
Ecosystem

The Challenge

Design a cohesive, multi-device experience across Intuit Small Business products.

Small Business Ecosystem

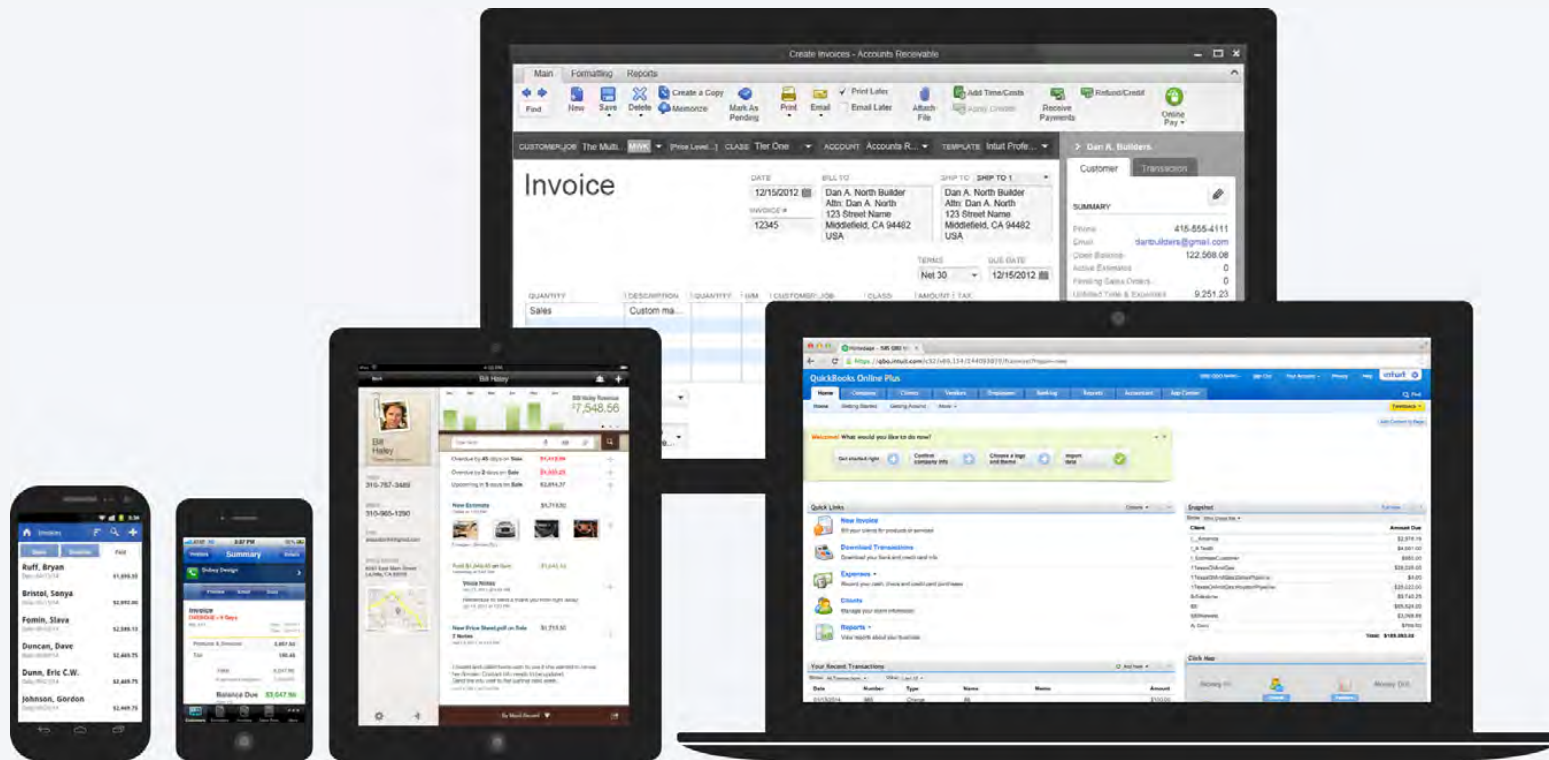1. Design System

Role: Department Representative

Represented department customers, products, and use-cases.

Contributed to creation of design system and patterns.

Evangelized system across the company.

Before

Disjointed experiences that show seams between products.

After

Cohesive, deeply integrated experience with consistent visuals and interactions.
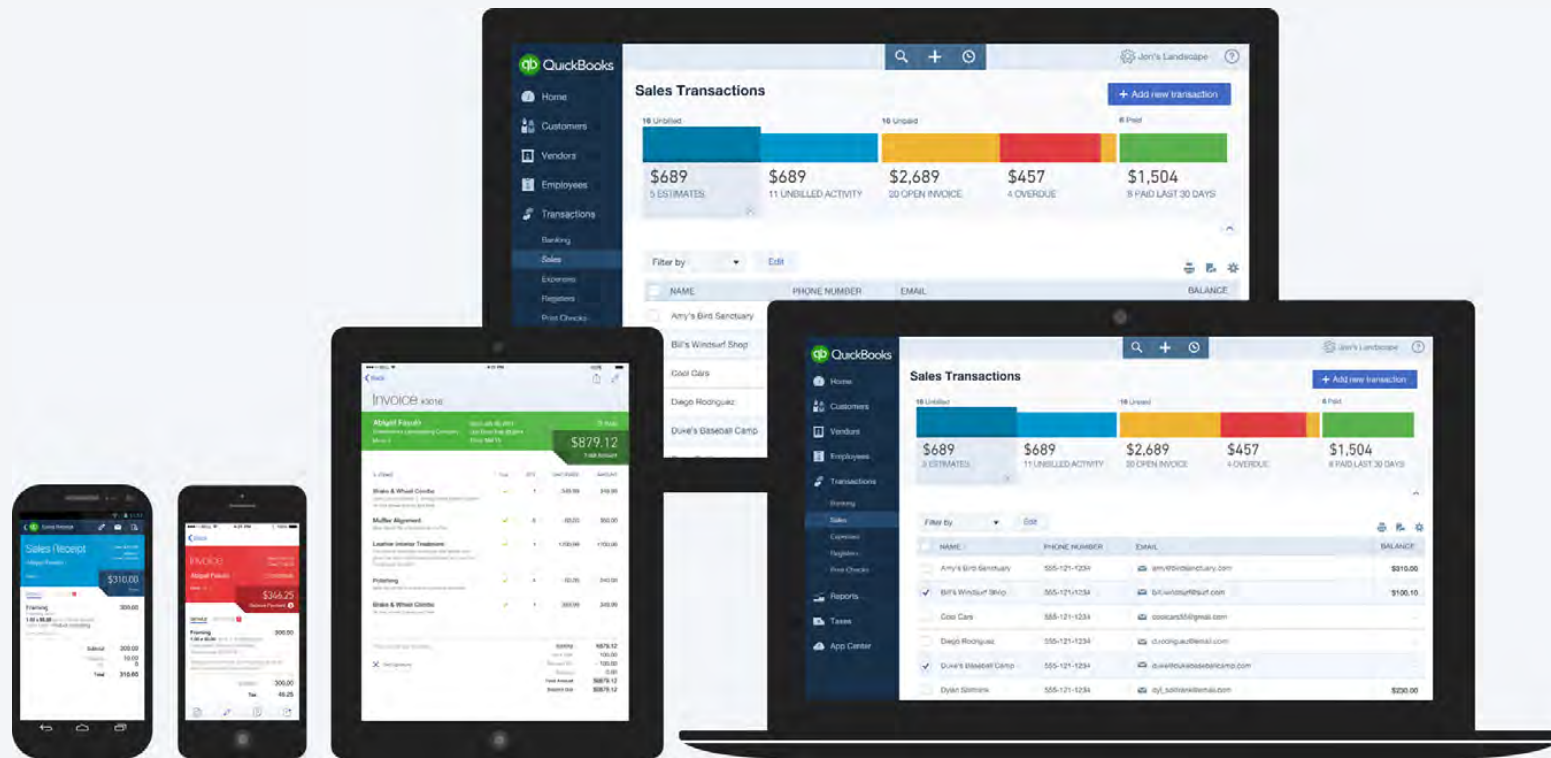
Defining visual and interaction frameworks

1 **Warm tones palette**
Use for Insights that don't imply a "money in, money out" set of data.

2 **Cool tones palette**
Use for Insights that don't imply a "money in, money out" set of data.

3 **Mixed tones palette**
For data sets with many items, the warm and cool Insights palettes may be combined.

Use for Insights that don't imply a "money in, money out" set of data.

4 **Money Bar palette**
Greens are used for positive cash flow and paid amounts.

Reds are used for negative cash flow and overdue amounts.
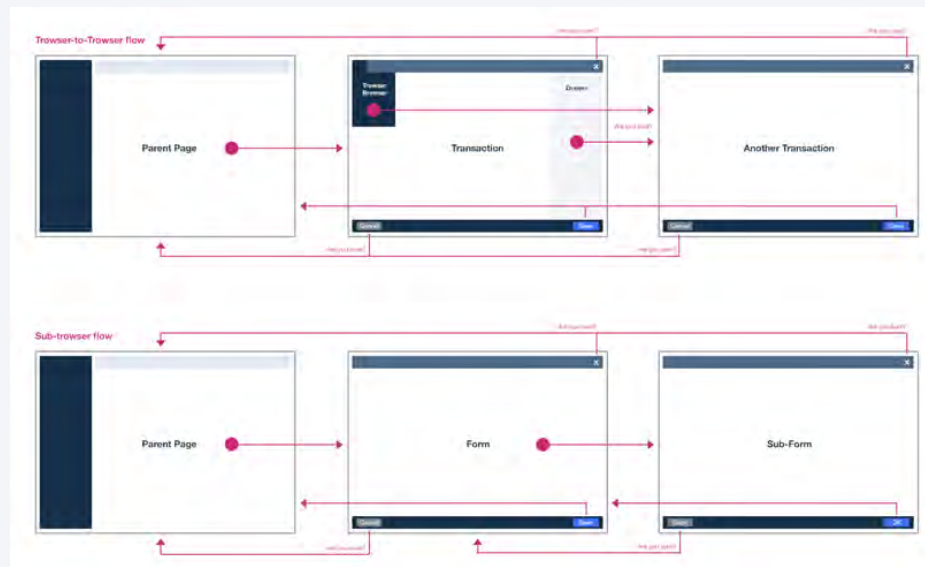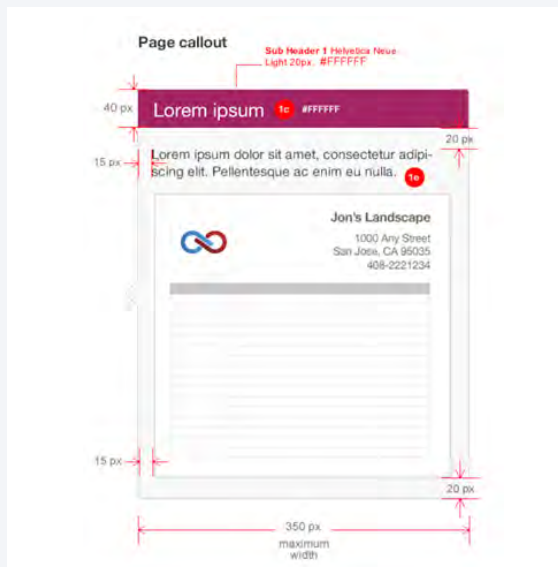
Outcome

6 months to completed design system

100 % adoption of design system across Small Business Group

Small Business Ecosystem

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2. Design Approach

Role: Design Lead
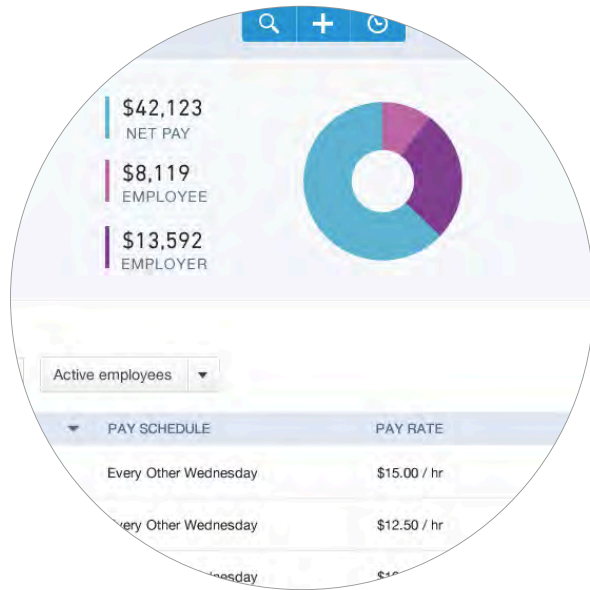
Design Lead for team of 2-5 interaction designers, 2 visual designers, and 3 writers.

Accountable for product success and upholding the new design system.

Challenges

Legacy Product : bad UX and difficult to re-engineer

Team Culture : designers viewed as tactical and unimaginitive

Internal Politics : many stakeholders with strong opinions

I had to uplevel the role of designers to help the team overcome political and technical constraints.

We established a clear design timeline that allowed for concept exploration.
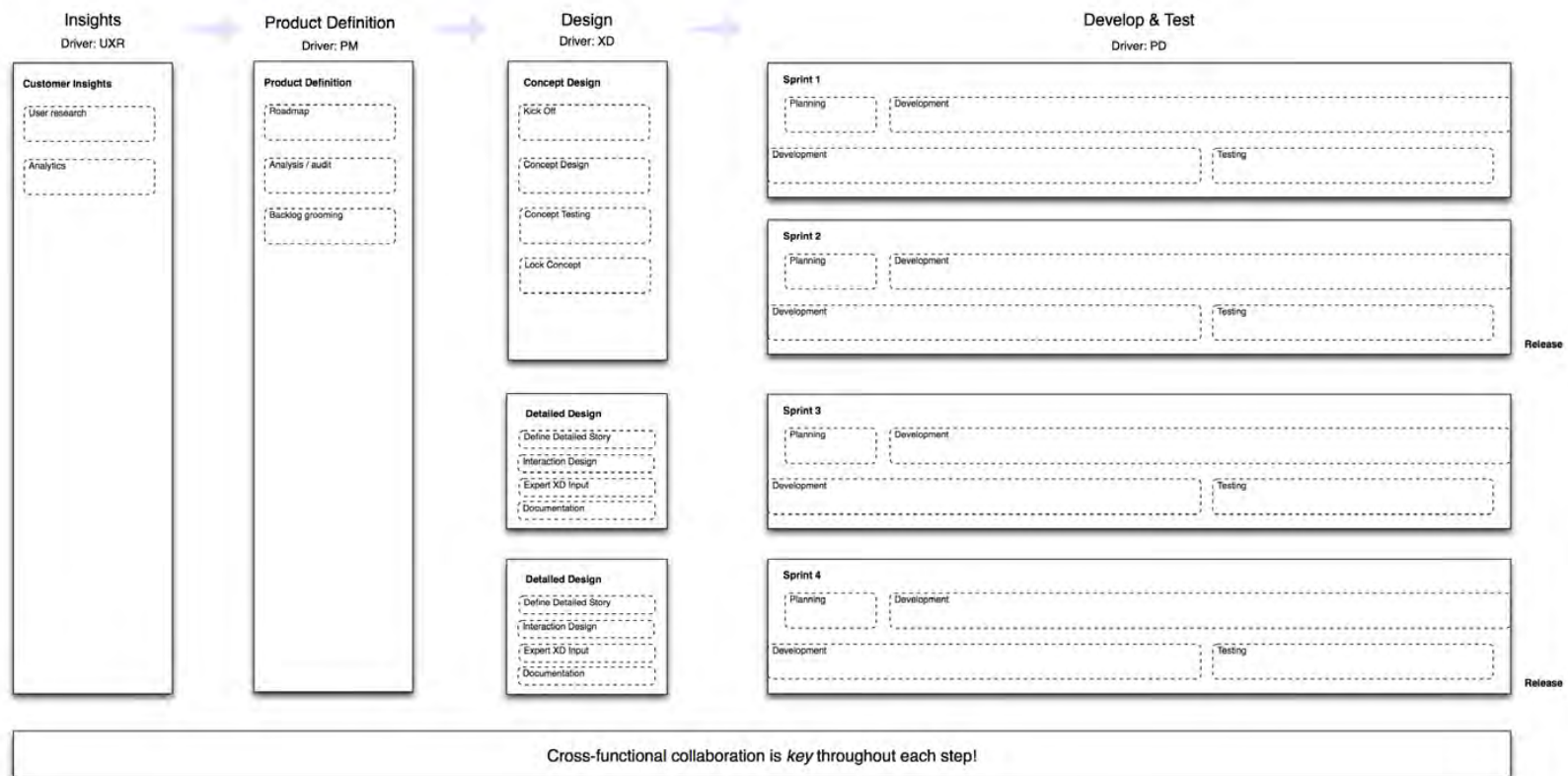
We held an internal kickoff with stakeholders, care, and research leaders to collect opinions and customer learnings.
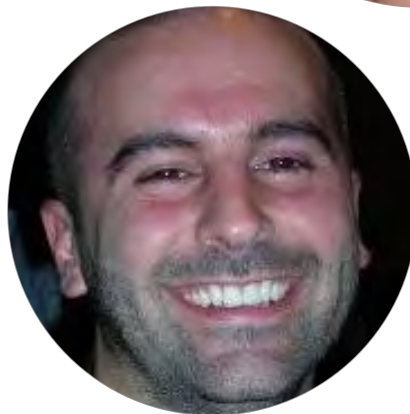
We used external examples to
inspire the team to excellence.
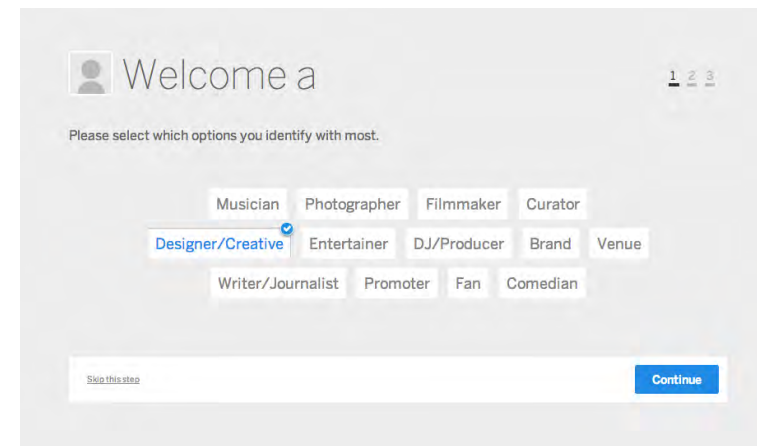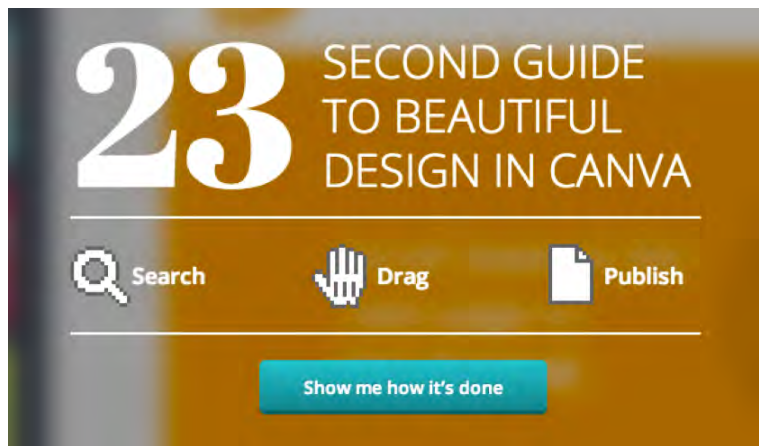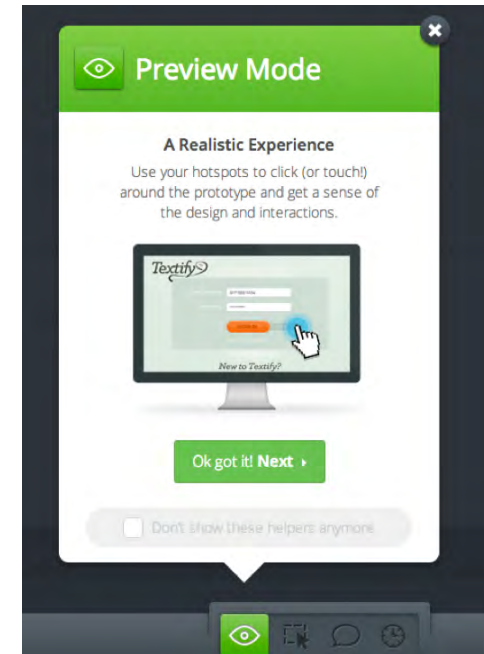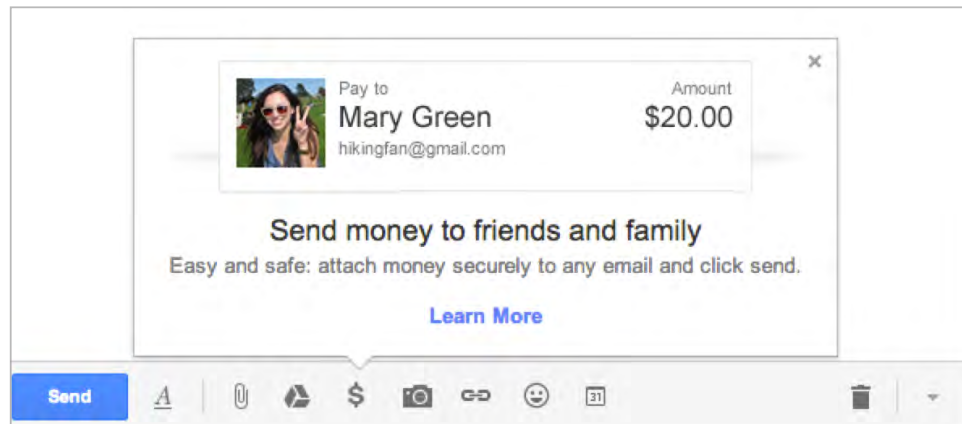
We re-imagined two key areas:
First Use and Paycheck Creation.

We explored design alternatives.
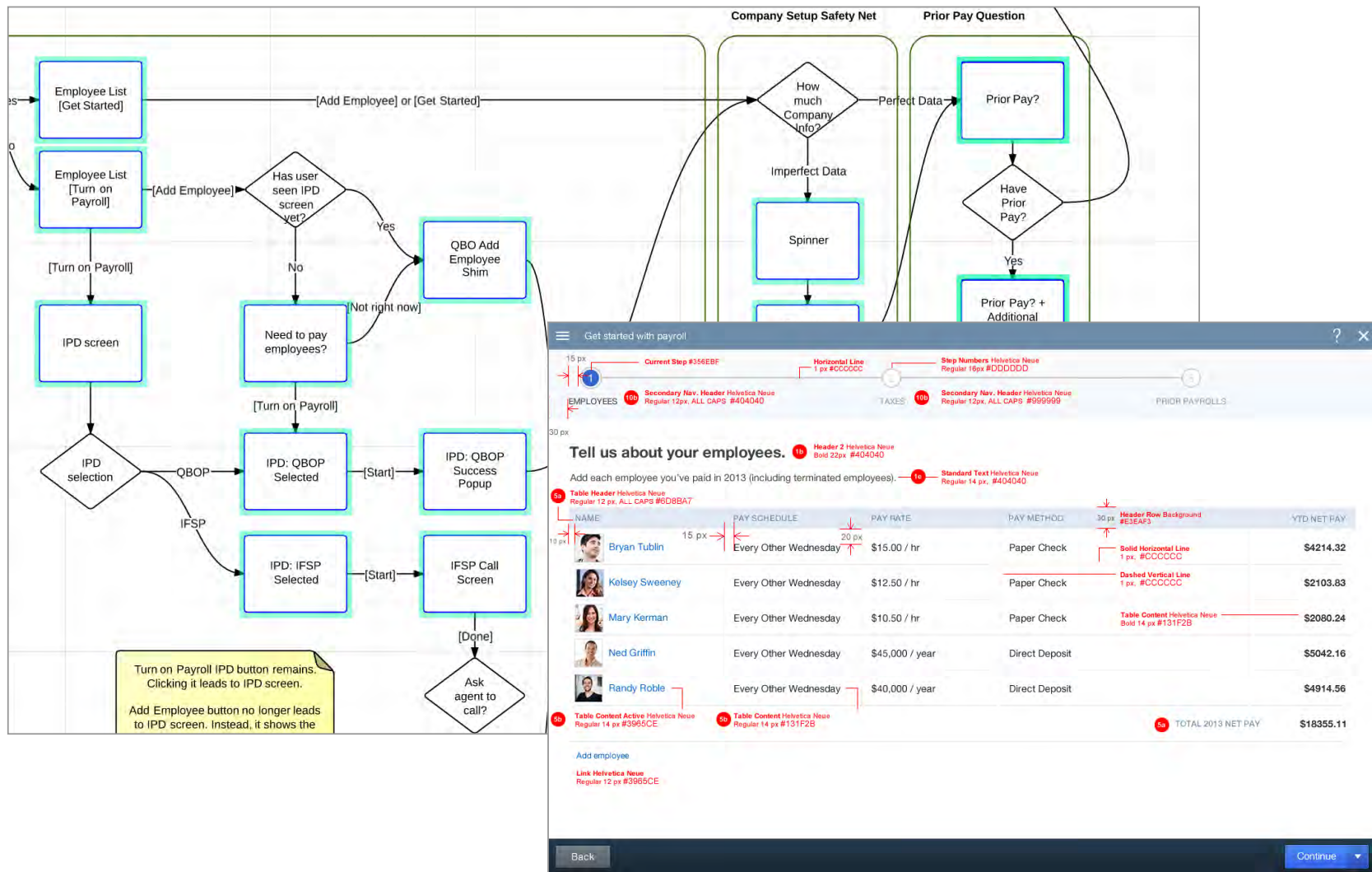
We gathered customer feedback via interactive prototypes.

We supported engineers with documentation.

Small Business Ecosystem

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3. New Experience

Before

After

Let's add one of your employees

Sample check (based on [40] regular hours per week)

First name*	M.I.	Last name*
Bryan		Tublin

Charlotte's Cupcakes
1669 First St.
San Jose, CA 90000

PAY TO **Bryan Tublin** $784.06

1 **What are Bryan's withholdings?**
Single with no additional withholdings 🖋

2 **How often do you pay Bryan?**
Every week ▼   starting 03/22/2013 🖋

3 **How much do you pay Bryan?**
Hourly $15/ hour. Additional pay types: Overtime pay, Sick pay 🖋

4 **Does Bryan have any deductions (Example: 401(k), health care)**
Deduction/ Contribution: Kaiser Permanente 🖋
Add a new deduction

5 **How does Bryan want to receive paychecks?**
Direct deposit 🖋

GROSS PAY
Hourly	$1,000

TAXES WITHHELD
Federal Income Tax	$126.12
Social Security	$47.25
Medicare	$16.32
CA Income Tax	$0.10
CA State Disability Ins	$11.25

SUMMARY
Total Pay	$1,000
Taxes	$209.90
Deductions	$0.0

Net pay this check	**$784.06**

Delete employee   Done

Enter employee pay details

TOTAL PAY
$3,269.23

Bank account

| Payroll - Bank of America ▼ | Balance $79,724.43 |

Pay period
| 4/16/2013 to 4/30/2013 ▼ |

Pay date
| 4/30/2013 |

✓	NAME	SALARY	HOURS	VACATION	COMMISSION	HSA		TOTAL PAY
✓	Bryan Tublin $15.00 / hr		80			$ 200		$0.00
✓	Kate Sehon $45,000 / year	$1,730.76		80				$1,730.76
✓	Mary Kerman $10.50 / hr		80					$0.00
✓	Ned Griffin Commission		80		$ 200			$0.00
✓	Randy Roble $40,000 / year	$1,538.46		40				$1,538.46
	TOTAL	**$3,269.23**						**$3,269.23**

Add employee

| Back | | Preview payroll ▼ |

Review and submit

Pay period: 4/16/2013 to 4/30/2013   **Pay date:** 4/30/2013

$4,798.84
NET PAY

$1375.16
EMPLOYEE TAXES & DEDUCTIONS

$558.63
EMPLOYER TAXES & CONTRIBUTIONS
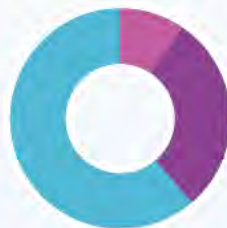
$6,732.63
TOTAL PAYROLL COST

2 Paper checks for $2429.09
Print (or handwrite) these checks and deliver by 3/20/2013

3 Direct deposits for $2,369.75
These direct deposits are scheduled for 3/20/2013

NAME	TOTAL PAY	EMPLOYEE TAXES AND DEDUCTIONS	NET PAY
Bryan Tublin	$0.00	$0.00	$0.00
Kate Sehon	$1,730.76	$280.00	$1,450.76
Mary Kay	$0.00	$0.00	$0.00
Ned Griffin	$0.00	$0.00	$0.00
Randy Rich	$1,538.46	$200.46	$1,338.46
TOTAL	**$3,269.23**	**$480.46**	**$2788.27**

Back   Submit payroll ▾

Got it! Your payroll's all set.

- We've used your info to create paychecks for your employees.
- We'll email pay stubs to your employees who use PaycheckRecords.com

3 paychecks to write
Deliver checks to your employees by **5/24/13**

[Print pay stubs]

✔	NAME	NET PAY	CHECK NUMBER
✔	Ned Griffin	$200.00	
✔	Mary Kay	$1,450.76	
✔	Alexa Rich	$400.00	

2 direct deposits scheduled
Direct deposits will be withdrawn on **5/24/13** and deposited on **5/26/13**

[Print pay stubs]

✔	NAME	NET PAY
✔	James Bilings	$300.00
✔	Stephen Grey	$1,450.76

[Done]

QuickBooks

- Home
- Customers
- Vendors
- **Employees**
- Transactions
- Reports
- Taxes
- App Center

Jon's Landscape

Employees

$63,834
2013 PAYROLL COST

$42,123 NET PAY

$8,119 EMPLOYEE

$13,592 EMPLOYER

Run Payroll

Next payroll due 4/30

Find an employee | Active employees | Add Employee

EMPLOYEES	PAY SCHEDULE	PAY RATE	PAY METHOD
Bryan Tublin	Every Other Wednesday	$15.00 / hr	Paper Check
Kelsey Sweeney	Every Other Wednesday	$12.50 / hr	Paper Check
Mary Kerman	Every Other Wednesday	$10.50 / hr	Paper Check
Ned Griffin	Every Other Wednesday	$45,000 / year	Direct Deposit
Randy Roble	Every Other Wednesday	$40,000 / year	Direct Deposit

Outcomes

5 minutes to set up and run payroll

2x new payroll subscriptions

" The set up was wonderful. It was easy to step through. Everything you need is right there.

" It was great! I'm really excited it was so easy.

Case Study 3

Snap Payroll

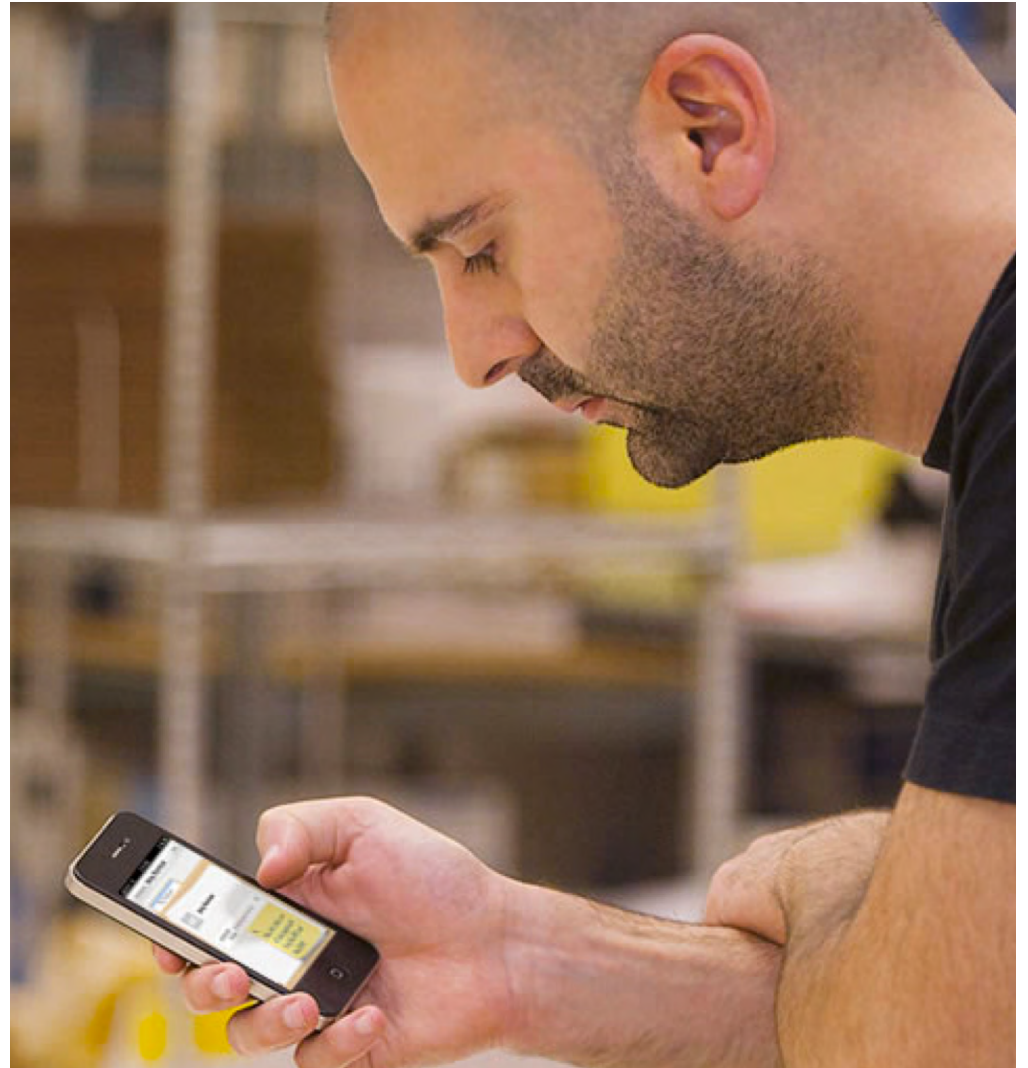# SnapPayroll

Discovery & design

207k downloads

4.5 stars* in App Store

70% retention

"So simple and innovatively designed. It's fool proof!"
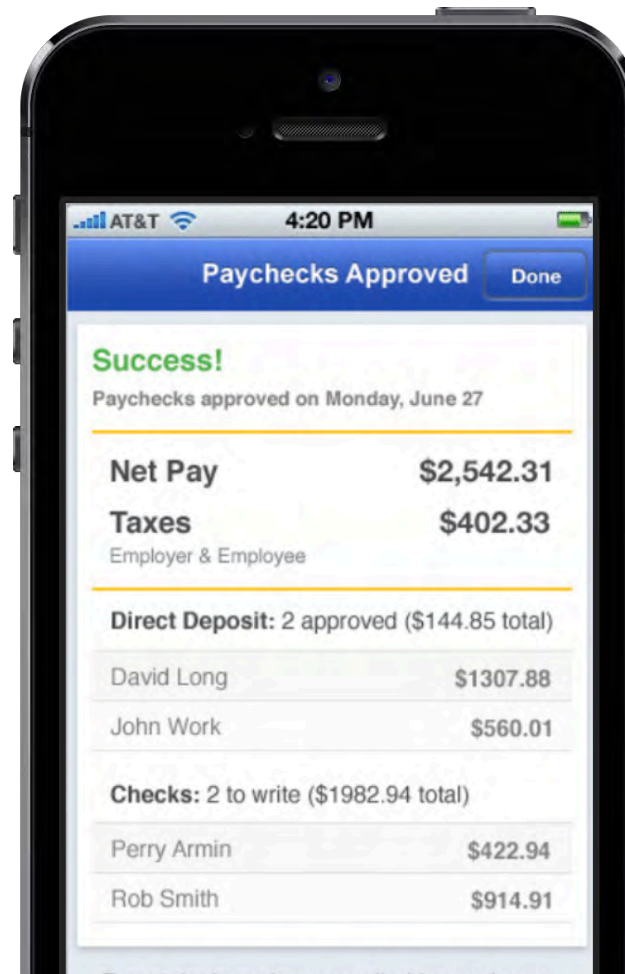
*695 ratings as of June 2014

Mobile Payroll

First iOS & Android
apps for payroll

38%* of customers
with smartphones
used the app

5 stars and featured
by Apple and Google

*estimate from Nov 2012

Thanks!

www.alissabriggs.com

✉ hello@alissabriggs.com

🐦 @alissadesigns

in linkedin.com/in/alissabriggs