# ALISON
# PARK DOUGLAS

Senior Design Leader



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📍 Edinburgh, UK

## SUMMARY

As a senior design leader with global impact, I bring 25+ years of creative industry experience across advertising, photography, content strategy, business leadership, UX product design, and technical innovation.

After graduating with honors from Harvard University, I worked in advertising and photography. Later, to dive deeper into technology, I founded an e-commerce business. This allowed me to explore the intersection of design, technology, and business strategy.

After selling my business, I moved into UX product design. My design teams at Thomson Reuters pioneered UX design for AI integrations in early 2023.

I am internationally recognized for my design work and photography with multiple awards and features in publications.

Volunteering is important to me. I actively contribute to non-profit organizations, frequently in leadership roles.

## EDUCATION

**Harvard University**
B.A. Fine Arts with Honors, magna cum laude

**General Assembly**
UX Design Immersive

## EXPERIENCE

### Design Award Jury Member
Red Dot Design Award, 2023 to Present

- The Red Dot Design Award is a prestigious international design competition
- As part of the jury, I work with a distinguished panel of 24 international design experts to evaluate and recognize outstanding design candidates

### Senior Design Manager
Thomson Reuters, 2022 to 2024

- Pioneered AI integration - my teams were at the forefront of exploring how we could harness advances in AI to solve user problems, increase efficiencies, and reduce low-value work for our customers
- Launched the integration of Thomson Reuters CoCounsel with Microsoft Copilot, and launched CoCounsel Drafting, an end-to-end legal drafting solution that combines professional-grade GenAI with trusted legal content
- Leading 2 design teams, with 24 team members across 4 countries, I was instumental in creating a culture of collaboration and design excellence
- Responsible for our 2 most successful Legal Tech products: HighQ and Legal Tracker. HighQ is a legal ops platform with revenue over $100 million, and 45% YoY growth. Legal Tracker is used by over 42,000 law firms, with a renewal rate of 98% and revenue over $100 million

### Head of UX
SMART Technologies, 2020 to 2022

- Responsible for the entire UX org within the company, including budgets, vendor relationships, design resourcing, team performance, and hiring
- Partnered closely with the VP of Software to spearhead the design of Lumio, an innovative EdTech software platform which seamlessly integrated previously disparate products into a cohesive solution
- Pioneered SMART's inaugural Design System, ensuring consistency and efficiency across our software products and elevating our design quality
- Accessibility advocacy: I introduced comprehensive accessibility guidelines into our design process, thereby enhancing usability for all users
- Collaborated extensively with Engineering and Product to strategize, define, and prioritize our product roadmaps

### UX Design Manager
SMART Technologies, 2019 to 2020

- Led a high-performing team of 8+ UX Designers spanning 4 countries
- Grew the UX team through performance coaching, evaluations, goal setting
- Promoted the importance of a strong user-centered design processes, collaborating with User Research to employ qualitative and quantitative assessment methodologies during design and post-launch
- Set a high standard for design best practices such as design critiques, rapid prototyping, iterative testing, and close collaboration with User Research
- Cultivated cross-functional relationships to influence product roadmaps and provide executive visibility into our UX deliverables
- Engaged in executive leadership initiatives to improve org communication

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## 🤝 VOLUNTEER

### Director of Photography

- From 2010 to 2022, I held a leadership role in a non-profit arts organization which hosts a vibrant, yearly art festival that attracts crowds of up to 10,000 attendees
- Directed the festival's visual media strategy, overseeing the curation, post-processing, and timely publication of thousands of high-quality images
- Managed teams of 10+ photographers, ensuring comprehensive coverage of all of our fundraising events
- Organized and maintained a vast archive of creative assets and photo content spanning two decades, preserving the organization's rich history
- Active Steering Committee member, guiding the foundation's strategic direction and orchestrating successful fundraising events

### Mentor

I volunteer as a mentor and advisor through programs at Harvard University, ADPList, Ladies that UX, Hexagon UX, and others.

## 🏅 RECOGNITION

- Publications: UX Planet 2017, PAGE (German design magazine) 2019, UX of EdTech podcast 2021
- UNESCO Humanity Performance Award for Photography 2015
- The EdTech Awards 2021: "Collaboration Solution Winner"
- District Administration Award "Top Ed Tech Products 2020"
- Tech & Learning Magazine Award "Best of 2020"

### Senior UX Designer + UX Designer
SMART Technologies, 2016 to 2019

- In my first 3 years, I designed and shipped 4 EdTech software products, including web, desktop, and mobile apps
- Deeply involved in every stage of product design: user research, workflows, interaction design, wireframes, prototyping, and visual design
- Took on additional leadership responsibilities, including managing a junior UX Designer, and participating in an cross-functional task force
- Drove several process improvements for design and engineering teams, including establishing a more structured UX design review process, and promoting adoption of new tools to streamline design-to-dev hand-off

### Contract UX Designer
Starbucks and others, 2015 to 2016

- Worked on a major UX re-design of the Starbucks intranet, the Partner Hub; I led the Information Architecture, Usability Testing, and User Research
- Initiated User Research with Starbucks employees, conducted weekly Usability Testing in an agile environment, analyzed and shared test results with stakeholders, and streamlined the site's taxonomy
- Worked with the AtMyCloud startup founder to design an overhaul of their project management software - rapid prototyping and usability testing allowed me to deliver an impactful product re-design in a short timeframe

### Advertising Producer + Creative Project Manager
Agent Alison, 1999 to 2015

- Responsible for ad campaign production workflow, and sourcing creative content for advertising and corporate clients
- Clients included: T-Mobile, Publicis, Fidelity Investments, The History Channel, Ernst & Young, The Assembly Agency (London), Stratus, Furniture.com, Artisoft, and UMass Hospital
- Strategic Project Management of commercial photo shoots from start to finish: cultivated a network of creative talent, assembled and led creative teams, adhered to budget constraints, conducted talent casting, negotiated licensing and usage rights, and delivered impactful creative content

### Founder, Fashion Tech Industry Pioneer, Creative Director
Velvet Garden, 1998 to 2014

- Founded in 1998, this was one of the first e-commerce fashion marketplaces where users could buy and sell new and secondhand clothing - a concept popularized years later by companies such as Poshmark, Vinted, and Depop
- Established an online marketplace, connecting independent fashion designers and individual vendors with an active global community of buyers
- Sustained a dynamic content ecosystem for over 15 years, overseeing content creation, graphic design, creative asset management, and catalog photo enhancements, while publishing new content weekly
- Responsible for the executive, administrative, and creative operations of the company: product management, content strategy, photo shoot production, design of marketing materials, website UX Design, and social media
- Collaborated with engineers to develop proprietary content management tools, streamlining mailing list management and content publishing
- Successfully orchestrated the sale of the business to a major client in 2014

### Web + Graphic Designer
Freelance, 1998 to 2004

- Responsible for design projects, branding, art direction, photography, illustration, and copywriting for a variety of small businesses
- Designed and hand-coded websites in HTML
- Created flyers, business cards, and other printed materials