ALECIA MITCHELL

Senior UX Systems Designer

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SUMMARY

I design intelligent systems that scale while keeping humans at the center. With 7+ years of UX foundation and 3+ years in enterprise product design, I specialize in transforming complex organizational workflows into intuitive, AI-enhanced experiences. Recently, I've pioneered AI-driven design solutions—including natural language query interfaces, LLM-powered content workflows, and intelligent automation tools—while maintaining rigorous focus on accessibility, ethical AI implementation, and scalable system architecture that serves diverse user needs and supports organizational growth.

SKILLS

AI & Emerging Technology

- AI Collaboration Tools: Claude, Chat GPT, AI Assisted prototyping, Human-AI workflow design
- AI Prompt Crafting, AI-Enhanced User Research, LLM Engineering (In Progress), Machine Learning (In Progress), Human-AI Interaction Design
- Natural Language Processing Integration, AI Safety & Ethics Implementation, Probabilistic Behavior Analysis, Strict-Mode AI Implementation
- API-integrated UIs, AI-assisted workflows, MCP (Multi-Context Prompting), ChatGPT

UX & Product Design

- User Experience & Research, Product Strategy & Ideation, Interaction Design, UI/UX & Product Design, Data-Informed Design
- Information Architecture, Sitemaps, Affinity Diagrams, ADA/A11y Accessibility, User Interviews, Usability Testing, Stakeholder & Client Relations
- Storyboards, Journey Mapping, Cross-functional Efficiency, Competitor Analysis, Agile Methodologies, Agile POD Collaboration

Design Execution

- Prototyping & Wireframing, Typography, Color Theory, Animation & Motion Design, User Feedback Integration
- Interaction Patterns, Component Libraries, Responsive Layouts, Design System Architecture

Tools & Platforms

- Figma, Adobe Creative Suite, Webflow, After Effects, Final Cut Pro, VS Code, Cursor, HTML5, CSS3, Tailwind CSS
- Squarespace, Shopify, Rhino 3D, Lottie, Jira, Confluence

EXPERIENCE

Senior UX Product Designer I 2023–Present
Townsquare Interactive

Empathetic and data-driven systems designer leading the architecture, logic, and UX for enterprise-level platforms and AI-driven tools. Partner with engineering, product, and leadership in Agile PODs to refine design systems, enhance usability, and embed accessibility across all solutions.

Key Accomplishments

- **Lead design of natural language query workstation** that transforms complex database searches into conversational AI interactions. Architected strict-mode interpretation with intelligent ambiguity resolution to solve probabilistic AI behavior—preventing hallucinations and data misinterpretation while enabling non-technical users to access enterprise client data through saved, shareable query workflows
- **Designed AI-powered asset ingestion tool** (automated brand asset import) that identifies and retrieves logos, images, and color palettes from client websites, instantly populating internal tools while ensuring brand consistency and accessibility compliance—reducing asset upload time from hours to seconds
- **Architected enterprise activities hub** that consolidates fragmented communication workflows (notes, calls, emails, tickets) into unified, searchable interface, eliminating information silos and reducing agent workflow time while supporting organizational scaling
- **Developed design systems for internal tools and AI modules**, ensuring brand consistency, ADA/A11y compliance, and scalable implementation across departments
- **Created interactive UI components and modules**—including scheduling interfaces, progress indicators, and opt-in flows—streamlining workflows and improving task completion efficiency for high-traffic systems
- **Designed visual and asset management tools** to simplify uploads, editing, and organization while maintaining strict accessibility and brand standards, reducing content preparation time for internal teams
- **Drove iterative usability improvements** by incorporating user and stakeholder feedback into high-fidelity prototypes, increasing adoption and reducing onboarding time
- **Collaborate cross-functionally** to align UI patterns, workflows, and system logic with both short-term business goals and long-term scalability needs

Lead Product Designer / Creative Director I 2022–2024
Essential Personnel

Innovative design leader contributing to product-market fit for a B2G SaaS start-up specializing in performance development and wellness solutions for public safety agencies.

Key Accomplishments

- **Redesigned flagship SaaS platform** for public safety performance and wellness management, improving usability for police, fire, and rescue agencies while supporting expansion into multiple national departments and municipalities
- **Directed iterative design cycles** from concept to launch, balancing user needs, business goals, and technical constraints to ensure product-market fit and accessibility compliance
- **Enhanced design system standards** with mobile responsiveness, scalable UI patterns, and documented guidelines—streamlining development handoff and improving cross-team consistency
- **Collaborated directly with engineering and product leadership** to implement modules for performance tracking, safety and wellness reporting, and compliance workflows
- **Elevated accessibility standards** by embedding ADA/A11y compliance checks into design reviews and delivering inclusive solutions for paramilitary-style organizations
- **Facilitated cross-functional alignment** through stakeholder workshops, requirement documentation, and design review sessions, ensuring rapid iteration without sacrificing quality

Freelance UX/UI Designer I 2020–Present
JD Wade IT (Remote)

- **Design and develop responsive websites** using Webflow, Shopify, and Squarespace, translating client goals into tailored digital solutions that strengthen brand presence and drive engagement
- **Create intuitive user flows** and wireframes to quickly align on design direction and ensure accurate execution from concept to launch
- **Implement accessibility best practices** (ADA/A11y) and responsive design standards to deliver inclusive, high-performing sites across devices
- **Optimize website performance** through structured layouts, streamlined navigation, and lightweight code for faster load times and improved SEO
- **Provide ongoing client support**, ensuring site stability, content updates, and iterative improvements aligned with evolving business needs

KEY PROJECTS

- **AI Query Interface** — Natural language to SQL conversion with ambiguity resolution and organizational workflow integration
- **Enterprise Activities Hub** — Unified communication system consolidating notes, calls, emails, and tickets for scalable client management
- **AI Asset Ingestion Tool** — Automated brand asset import with intelligent logo, image, and palette extraction
- **Public Safety Platform Redesign** — B2G SaaS solution serving national police, fire, and rescue departments
- **SideNotes (Figma Plugin)** — Privacy-first collaboration plugin for inline annotation and team workflows
- **AI-Driven Content Management** — Automated website generation with brand consistency and accessibility compliance

CERTIFICATIONS

AI/Machine Learning

- Machine Learning (Stanford University/Deeplearning.ai) — In Progress
- LLM Engineering: Master AI, Large Language Models & Agents (Ligency) — In Progress
- Artificial Intelligence A-Z 2025: Agentic AI, Gen AI and RL (SuperDataScience) — In Progress
- AI for Everyone (Deeplearning.ai)
- Google AI Essentials
- How to Design Experience for AI (IxDF)

UX/Design Excellence

- Google UX Design Professional Certificate
- UI/UX Design Certificates (22 total) — Interaction Design Foundation
- Human Computer Interaction (Georgia Tech) — In Progress
- UX Management: Strategy and Tactics (IxDF)
- Accessibility: How to Design for All (IxDF)

Technical Implementation

- Advanced HTML5 and CSS3 Certificate (CFCC)
- Responsive Web Design Certificate (CFCC)
- 100 Days of Code: Python Bootcamp (Dr. Angela Yu) — In Progress
- Salesforce Certified Administrator (#18866393)

EDUCATION

University of North Carolina at Wilmington
BA in Communication Studies
Study Abroad at Parsons Paris New School of Design