

BRI-ANNA LEWIS

UX Design Lead & Systems Architect with **8+ years** building enterprise-scale UX for platforms serving **12M+** daily users and **\$1.1B+** revenue. Operates at the intersection of enterprise complexity and product velocity, consistently shipping outcomes at scale regardless of technical debt, legacy constraints, or stakeholder complexity. Equally fluent in shipping products, designing and scaling the systems that power them, and developing the talent that sustains it all.

CONNECT WITH ME

-  www.Bri-AnnaLewis.com
-  Bri-Anna@Bri-Annalewis.com
-  252-289-0778

HIGHLIGHTS

CERTIFICATIONS

Certified Scrum Master (CSM)
IBM Enterprise Design Thinking Practitioner
IBM STAR Leadership

HONORS & AWARDS

Booz Allen Champions Heart Award, 2026
Booz Allen Passionate Service Award, 2025 & 2024
Booz Allen Collective Ingenuity Award, 2025 & 2024
ADP's 100 Most Influential Mentors in the World, 2024
IBM Eminence & Excellence Design Leader Award, 2021

INVOLVEMENT & SPEAKING

Figma Guest Lecturer, Stevenson University, 2025
Judge, UBALT M.A. Integrated Design Program, 2025
Firmwide UX Instructor, Booz Allen, 2024-Present
Judge, CSCA Creative Best Awards, 2024
Conference UX Panelist, Techsgiving Summit, 2024
UX Mentor Program Lead, Booz Allen, 2023-Present

UX DESIGN LEAD & DESIGN SYSTEMS ARCHITECT / USPS (BOOZ ALLEN) / 2023 - PRESENT

- **Build, scale, and modernize design patterns and systems** across PWAs, native iOS and Android applications, and responsive websites for USPS.com and The Postal Store, migrating the design system from Sketch to Figma, standing up governance frameworks and responsible-AI adoption guardrails, restructuring the component library through card sorting research with 20+ designers, and structuring the system on design tokens and variables to keep it AI-ready and machine-readable, positioning USPS to execute at industry pace.
- **Influence product strategy** and accelerate delivery across external contractors, executive stakeholders, and engineering teams, making strategic calls on AI and tooling strategy, roadmap priorities, testing budgets, and technical tradeoffs that keep the platform on a path to modernization.
- **Architect and ship multi-persona products and design solutions** from concept to launch, from a Local delivery PWA spanning consumer, business, and admin personas for USPS's entry into the \$31B local-delivery market, to USPS's first business loyalty application built to counter private-carrier competition. Modernizing legacy applications and embeddable widgets under technical and regulatory constraints, including a Passport Scheduler redesign with identity verification to eliminate fraud-driven appointment reselling, and leading the USPS.com homepage and navigation redesign with information-architecture restructuring that raised task success to 72% from 67%, with revenue-critical paths gaining up to +58 points toward the 78% benchmark,
- **Develop and deliver design enablement curriculum and workshops** across multiple tracks: AI-accelerated design workflows, firm-wide Figma training, and best-practice case-study presentations that secure CIO and technical-governance buy-in for new design directions. Mentor designers across the practice and manage a direct report.

DESIGN PROGRAM DIRECTOR / OPPORTUNE / 2020 - PRESENT

- **Build design systems and direct product strategy** across PWAs, native iOS/Android applications, and responsive websites for startups, nonprofits, and small businesses. Serve as final decision authority on systems architecture, information architecture, accessibility standards, and prototyping approaches—making strategic calls that position organizations for scale.
- **Own complete research and testing programs** from methodology selection through stakeholder delivery. Determine research approaches, direct usability studies, coordinate QA testing, and manage research budgets while reviewing all deliverables before client presentations—ensuring insights drive product decisions.
- **Lead and build cross-functional teams** including front-end and back-end developers, content designers, researchers, and marketing stakeholders. Facilitate sprint planning, manage product roadmaps and backlogs, and make strategic decisions on team composition, budget allocation, and developer handoff procedures that accelerate delivery.
- **Establish scalable operational infrastructure** including design system templates, project management frameworks, and delivery SOPs. Create the systems and processes that enable quality execution at scale while managing client relationships and mentoring team members on strategic execution.

ADJUNCT INSTRUCTOR, UX/UI DESIGN / UNIVERSITY OF MINNESOTA / 2022 - 2023

- **Taught comprehensive UX/UI curriculum** across 3 cohorts covering design thinking, user research, interface design, design systems, and front-end development. Achieved 100% completion rate and 98% student satisfaction.
- **Delivered hands-on instruction** in design systems including atomic design, component libraries, and technical implementation. Covered responsive web design, HTML/CSS, JavaScript/jQuery, and Bootstrap framework.
- **Managed program operations and 3 Teaching Assistants.** Tracked weekly metrics and conducted 1-on-1s to maintain quality and performance across cohorts.

LEADERSHIP & STRATEGY SKILLS

Talent Development & Coaching, Cross-functional Team Leadership, AI Design Education, Responsible AI Adoption, AI Tooling Strategy, Design Operations & Systems Governance, Stakeholder Management & C-suite Collaboration, Budget & Resource Management, Change Management

PRODUCT & DESIGN EXECUTION SKILLS

AI-Accelerated Design, AI-Assisted Development, MCP Integrations, Prompt Engineering, Design Systems, Information Architecture, User Flows, Product Design & Strategy, Service Design & Blueprints, Design Thinking, Requirements Gathering, User Research, Usability Testing, Accessibility (508/WCAG), Inclusive Design, Developer Handoff & QA, Data Visualization & Reporting, Branding, Motion Graphics, Agile & Scrum, Personas, Journey Maps, Sketches, Wireframes, Rapid Prototyping

TOOLS & TECH STACK

Figma, Figma AI / Figma Make, Claude, ChatGPT, Microsoft Copilot, Make, Zapier, Adobe XD, Sketch, Framer, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Miro, Mural, Maze, Optimal Workshop, Dovetail, UserTesting, Zeplin, Qualtrics, Tableau, Airtable, Jira, Notion, HTML, CSS, JavaScript, Bootstrap, Webflow, GitHub, VS Code

SECURITY CLEARANCE

Public Trust

EDUCATION

UNC-Charlotte, Bachelor of Science
Marketing Analytics & Communications

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DESIGN LEAD & STRATEGIST / IBM INC. / 2019 - 2022

- **Led visual design, motion graphics, and content engagement strategy** across 5+ business divisions spanning internal and external channels. Drove 46% year-over-year increase in external engagement through data-driven optimization and iterative improvement.
- **Designed and developed internal websites and applications** for four divisions. Built UI for web application enabling technical sellers to quickly match case studies to client needs, reducing research time and accelerating client pipeline velocity. Achieved 200% increase in page views and link clicks for internal websites.
- **Championed organization-wide design capability development** by creating Adobe curriculum that upskilled 6+ middle managers and VPs. Led tool adoption training for 135+ participants, establishing pattern of building team capability that continues through teaching and mentorship roles.
- **Overhauled division analysis and reporting processes** to strengthen ROI measurement of internal tools and initiatives, demonstrating systems-thinking approach to improving organizational effectiveness.

ASSOCIATE ART DIRECTOR, VISUAL DESIGN / MARY KAY INC. / 2018 - 2019

- **Developed and executed visual concepts** for global product launches in collaboration with Product Managers, Print, and Video teams. Supported 15+ launches and re-promotions across 35 international markets.
- **Designed visual systems and marketing assets** for consumer-focused campaigns across diverse cultural contexts and channels. Created cohesive design language that scaled internationally.
- **Led visual strategy** for global Timewise 3D Foundation launch. Ideated final marketing concept and collaborated with cross-functional teams to translate product strategy into visual direction.

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