



Sr. Product & Visual Designer

Turning complex ideas into intuitive, engaging experiences.

contact

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605 • 366 • 8326

portfolio

alyssastrand.com

expert software

Figma • Illustrator • Photoshop

education



University of Minnesota
Twin Cities

B.S, Graphic Design with Distinction

featured brands



experience

UX Designer III

Jan. 2026–Jun. 2026

Boston Scientific (Contract)—Remote

Partnered with stakeholders, developers, and product teams to design enterprise applications focused on simplifying complex workflows and improving operational efficiency.

Leveraged a Nuxt-based design system to create scalable, accessible experiences while helping establish patterns that improved consistency across products. Facilitated process discovery, workflow mapping, and UX refinement efforts to transform complex business requirements into intuitive user experiences.

Advocated for accessibility, usability, and strong visual design principles while balancing user needs, technical constraints, and organizational goals.

Designer II

Feb. 2022–Sept. 2025

Microsoft (Contract)—Remote

Improved user experiences across Microsoft products including Bing, Rewards, and Clarity. Partnered with product teams to simplify workflows, refine interfaces, and create user-centered solutions that balanced business goals with customer needs.

With Microsoft Clarity, I expanded the product's visual identity through illustration and design, contributing to a 45% increase in link clicks, 15%+ follower growth, and 10%+ increases in engagement and impressions within three months.

Sr. UX/UI Designer

May 2021–Feb. 2022

Thrivent (Contract)—Remote

Designed responsive web experiences for Thrivent's Web 2.0 initiative, extending and evolving established design systems across multiple products and breakpoints.

Partnered with cross-functional teams to improve usability, strengthen visual consistency, and create customer-centered experiences while maintaining brand integrity.

Creative Director

Nov. 2020–Mar. 2021

Proozy–Eagan, MN

Built and led a multidisciplinary creative team of five, streamlining design, photography, and email marketing operations within a high-growth e-commerce environment.

Increased creative team productivity by 3x and improved email click-through performance by 300%. Led a company-wide brand refresh spanning identity, web, packaging, email, signage, and merchandise in under 90 days.

Associate Creative Director

Apr. 2019–Nov. 2020

Screenfeed | Treefort—Minneapolis, MN

Sr. Designer & Illustrator

Nov. 2015–Apr. 2019

Led multidisciplinary creative projects spanning brand identity, web, mobile, social, motion, and environmental design for Winmark, Screenfeed, and The Prince Estate.

Art Director

Mar. 2015–Nov. 2015

JohnRyan (Freelance)—Minneapolis, MN

Designed concept-driven digital signage campaigns for PNC Bank, combining brand-compliant and original creative to improve team efficiency and exceed delivery expectations.

Art Director

Dec. 2012–Mar. 2015

BaM (Bradley and Montgomery)—Indianapolis, IN

Lead Chase Bank's quarterly campaign ideation, art direction, paper and animated merchandising. In 2012, I designed the concept that secured BaM the work with Chase Private Client.