

# Aleisha Mattison

UX Designer  
Seattle, WA 98004

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UX designer who pairs strong research skills with thoughtful interaction and visual design, turning complex health and wellness problems into clear, engaging experiences that deliver measurable outcomes for both people and the business.

## Work Experience

### UX/UI Designer at WebMD Health Services

Jun 2022 - Present

Seattle WA

- Led an end-to-end redesign of the health coaching customer journey, increasing conversion by 16.5%, class sign-ups by 51%, and generating \$250K in additional revenue within 9 months
- Created a new coaching communications tool (“Nudges”) to improve user engagement and operational efficiency, resulting in \$410K in estimated cost savings in 9 months.
- Redesigned the coach chat interface, driving a 10% increase in first-time user messages.
- Led qualitative research to create actionable persona assets for the Product team, synthesizing insights from in-depth interviews and thematic analysis with inter-rater exercises.
- Developed an internationalization and localization guide informed by user testing and secondary research, addressing imagery, cultural UX, and UI design considerations.

### UX/UI Design and marketing

Jan 2021 - Jun 2022

Freelance, Salem, Oregon

- Created visual assets and a WordPress website for a new clinic averaging 300+ site visits per month
- Promoted grand opening event resulting in 100+ attendees

## Skills & Tools

**Soft skills:** Workshop facilitation · Presenting and communicating design concepts · Cross-functional collaboration

**Hard skills:** User research (interviews, surveys, usability testing) · Visual design · Wireframing and prototyping · Accessibility (WCAG) · Design documentation

**Tools:** Figma · FigJam · Dscout · UserTesting

## Education

### Masters in Human Centered Design and Engineering

University of Washington, anticipated graduation Summer 2027

### UX Design Certificate, Specialization in UI

CareerFoundry, 2021

### BS Accountancy and Business Administration, International Business Option

Oregon State University, 2017

## Interests

International travel · My two Siberian cats (that act like dogs)