

ALISON DECKER

PRODUCT, DESIGN, & SERVICE
TRANSFORMATION LEADERSHIP

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ABOUT

6x Award-winning senior technology and digital leader with 15+ years leading transformation for eCommerce, skills-first learning, enterprise operations, employee experience, insurance, and healthcare. Trusted C-suite partner with a strong track record of cross-functional collaboration to improve efficiency, modernize legacy applications, and deliver measurable business value:

- 65% decrease in document validation time
- 75% & 42% decrease in service administration workload
- 92% reduction in student-to-job matching time via AI
- 72% customer conversion in a talent marketing pipeline

EDUCATION

Human Factors In IT | Master of Business Administration
Bentley University

Information Systems & Management | Bachelor of Science
Fairfield University

PROFESSIONAL EXPERIENCE

Managing Director, Product and Design

Year Up United

04/2023-02/2026

Head of digital enablement across the full portfolio of the \$200M workforce development organization, including technical RFPs/specifications, integrations, and the Digital Product, Business Transformation, and UX teams.

Twice named successor to the CIO, reflecting executive support and readiness for enterprise transformation and technology leadership; partnered with C-suite on long-term strategy, product operating model, prioritization, and planning/management of the organization's \$3.5m annual capital budget, achieving 5 major transformations:

- **Learning Management** - Owned the LMS enterprise roadmap and launch, resulting in real-time data analytics, a 40% increase in addressed user needs, 4.5/5 satisfaction scores, and an 18% rise in on-time assignments.
- **AI Job Matching** - Led product management strategy that reduced internship matching time by 92% (58 to 4.5 minutes per student, 4,000 students annually) and increased staff satisfaction from 3/5 to 5/5.
- **Career Services** - Enhanced student resume quality from 33% meeting expectations to 72% while reducing staff time per resume from 3 hours to 45 minutes (10,000 resumes annually) through AI product implementation, and increased job placement 5% through training, process optimization, and data prep for AgenticAI.
- **B2B Businesses** - Accountable for the design and launch of two ed-tech B2B products with rapid growth plans.

Senior Director of Digital Experience & Interim Co-CIO

Year Up United

09/2020-04/2023

Managed the organization's digital and CRM transformation, emerging technology, and continuous improvement roadmaps, while developing and supervising the Digital Product and User Experience Research & Design teams.

Served as liaison between executives and IT to align business goals to clear and compelling IT roadmaps.

Led visioning, experience design, roadmap creation, and execution of enterprise IT launches, including digital experiences that increased customer success; driving an 18% increase in student applications to join the program.

SKILLS

- Executive Partnership
- Technology Capital Planning
- AI, Digital, Service Transformation
- Product Operating Models
- Product Vision & Strategy
- Product Development & SDLC
- Agile, SAFe, Kanban, Lean, KPIs
- Operational Excellence
- Design Thinking & Problem Solving
- Team Development & Mentorship

EXPERIENCE

Transformed struggling sales processes and CRM systems operations (via UX journey mapping and research) in partnership with executive leadership, reversing \$300K in annual sunk IT costs, providing real-time pipeline data that enabled targeted revenue growth.

Achieved 100% brand recognition within 30 seconds for new website visitors via targeted research and design.

Integrated business intelligence and qualitative/quantitative user research insights to define customer needs, inform application backlog and roadmap decisions, and improve user engagement and satisfaction.

Drove process redesign that enabled new data architecture and highly adopted business insights dashboards.

Director Digital Experience

Year Up United

03/2020-09/2020

ReLaunched and led the Digital Experience team (up-skilling in Agile Methodology and the ability to lead rapid decision making) to design and deliver impactful experiences in tight partnership with Architecture and BI.

Established an enterprise communication structure that aligned digital strategic initiatives with organizational objectives and deeply partnered with leadership to design and implement agile teams and an agile playbook.

Sponsored new page flows, automations, and usability studies to refine product delivery roadmaps, enabling rapid pivots - including increasing top task success in the student enrollment process 50% in just one month.

Manager, Enterprise Experience and Product Design

11/2018-03/2020

User Experience Manager, Innovation & Mobile Products

11/2016-11/2018

Principal User Experience Designer, Sales and Service

12/2014-11/2016

User Experience Engineer, Sales and Service

01/2012-12/2014

Business Systems Analyst, Sales and Service

05/2010-01/2012

Liberty Mutual Insurance

Spearheaded user-centric transformation for 50,000 employees, aligning IT, Marketing, HR, and Finance executives with SDLC/agile, UX design, and prioritization frameworks; achieving measurable improvements in user satisfaction and operational efficiency, including redirecting \$3m to empower employee career growth through a newly defined learning experience, and a tech talent pipeline with 72% conversion.

Partnered routinely with CIOs and leadership teams to create, manage, and deliver value through strategic roadmaps - demonstrating significant impact and providing hands-on coaching that drove team expansion

Shaped the visual hierarchy, interaction design, and page flow of the 2017 Gartner Eye on Innovation award-winning catastrophe management mobile application by providing the cross-functional agile team with relevant human factors principles and articles

Founded UX Community, elevating UX maturity with strong community engagement, including an annual 400+ attendee conference, State of UX survey, and quarterly UX Thought Leadership Symposium.

Design Fellow

01/2016-02/2016

IDEO - Intensive fellowship to address core industry and human challenges with design thinking and innovation.

Healthcare Service Design Operations Fellow

05/2009-08/2009

Newton Wellesley Hospital

Lean process improvement healthcare analyst specializing in emergency room, surgical center, floor unit operations, and quality of care.

Planned, led, and synthesized ethnography studies to understand doctor and nurse needs against system design and information availability.

Conducted analysis of nursing and operating center preparations to uncover how to limit delays while increasing or maintaining quality and safety protocols

RELEVANT AWARDS

Best Results of a Learning Program

Brandon Hall Excellence Awards, 2025
Bridging the Opportunity Divide through consistent & effective adult learning and data to support student growth and program retention

Best Learning Program Supporting a Transformation Business Strategy

Brandon Hall Excellence Awards, 2025
Transformed learning system and experience to support 10X Growth; from 50+ curriculum versions and 7 roadmaps to 1

Diversity, Equity, & Inclusion

Webby Anthem Award, 2021
Digital product achieving 2x increase in student to internship matches/hour and increased staff satisfaction

Best Custom Content

Brandon Hall Excellence Awards, 2025
Curriculum designed and implemented with learning best practices, including Active Learning, Assessments, and Continuous Improvement

Product, Innovation, & Service

Webby Anthem Award, 2021
Enrollment digital transformation; 50% fewer application steps, increased applicant conversion, ease of use, and centralized data and governance

Eye on Innovation Award

Gartner, 2017
Interactive mobile application to predict impact of weather catastrophes in order to plan for and deploy support

CERTIFICATIONS

CIO Accelerator

InfoTech, 2025
Comprehensive program with industry experts and peers

AI Agentblazer

Salesforce, 2025
Gained and applied the skills and vision necessary to transform how work gets done in the agentic AI era; including building an AI agent

Executive Coaching

Erickson Coaching International
ACC certification expected '26

Lean Six Sigma

Green Belt, 2016
Process improvement techniques focused on reducing waste and improving operational efficiency, leading to higher-quality products, processes, and services