Alison Decker, MBA, HFID

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Profile

6x Award-winning, mission-driven, and hands-on Product, Design, & UX Research leader with proven success building multidisciplinary teams. Expert in human-centered design, product strategy, generative and summative research, accessibility (WCAG), agile methodologies, and data-driven decision-making. Offers strategic vision paired with execution, facilitation, and team coaching to build inclusive, high-quality experiences that drive measurable business and user outcomes.

Work Experience

04/2023 – 02/2026
Boston, Massachusetts

Managing Director, Product and Design
Year Up United (non-profit/edtech workforce development)

- Led Product, Experience Design, and Digital teams, transitioning the organization from project to product mindset using human-centered design, journey mapping, KPIs, agile and lean development, prototyping, design sprints, user research, and business intelligence
- Mentored, designed, and launched new ed-tech B2B product experiences in two quarters to support rapid development reach to underserved populations
- Orchestrated annual capital planning and management, launched enterprise Investment Committee, and facilitated executive dialogue and decision-making
- Created and implemented a research and design strategy that drove a 140% increase in addressed user needs via an enterprise LMS launch, achieving 4.5/5 satisfaction scores and 18% rise in on-time assignment submissions
- Sponsored and supported baseline generative research, Journey Mapping, and AI + UX/UI design that reduced internship matching time by 92% (58 to 4.5 minutes per student) and boosted staff satisfaction from 3/5 to 5/5
- Improved learner resume quality from 33% to 72% meeting/exceeding standards and cut staff time per resume from 3 hours to 45 minutes by advocating for summative research, AI product design, and uncovering a training opportunity
- Streamlined coach recruitment/onboarding in a 60-day design sprint, reducing staff time by 44% and reclaiming 8 weeks annually for program leadership

03/2020 – 04/2023
Boston, Massachusetts

Senior Director of Digital Experience & Interim Co-CIO
Year Up United

- Led visioning, experience design, roadmap creation, and execution of new digital experiences, driving 18% increase in learner applications to the program
- Mentored a product owner, designer, and agile team in an end-to-end UX/UI redesign that reduced applicant document validation time by 65%, saving staff over 11 weeks annually while ensuring compliance for 24,000 documents
- Reversed $300K in annual sunk costs by uncovering and advocating that 85% of the sales tech backlog/pain points were process-driven, resulting in a multi-year cross-functional transformation with governance, training, adoption scorecards, and digital initiatives to unlock ROI
- Achieved 100% brand and organizational purpose recognition within 30 seconds by new website visitors through targeted user research and experience design

Work Experience

- Collaborated with IT and business leadership to develop and implement Year Up's first sustainable agile playbook and design-thinking model
- Facilitated multi-day workshops with senior leaders to ideate, prioritize, generate roadmaps, and design end-to-end digital experiences

03/2020 – 09/2020
Boston, Massachusetts

Director, Digital Experience
Year Up United

- Launched and led the Digital Experience team to design and deliver impactful customer experiences for learners and corporate partners, aligning product outcomes with business goals
- Prototyped new page flows and conducted usability studies to refine business, UX, and technology roadmaps; enabling rapid cross-functional pivots
- Integrated qualitative and quantitative user research insights to inform product decisions and improve user engagement and satisfaction
- Collaborated with cross-functional teams to align digital experience strategies with organizational objectives and accelerate product delivery

09/2018 – 03/2020
Boston, Massachusetts

Manager, Enterprise Experience and Product Design
Liberty Mutual Insurance

- Guided user-centric transformation across a 50,000-employee experience including IT, HR, Legal, Finance, and Cybersecurity, setting vision for product design and research strategy
- Influenced IT Product Owners to balance generative UX strategy, UX/UI design, and summative user research, delivering quick wins and measurable outcomes
- Piloted accessibility training leading to Executive endorsement and formal release of accessibility guidelines, championing inclusive design principles aligned with WCAG standards.

11/2016 – 11/2018
Boston, Massachusetts

User Experience Manager, Innovation and Mobile Products
Liberty Mutual Insurance

- Expanded design team from 1 to 12 by demonstrating human-centered design impact on time-on-task, data quality, and customer satisfaction
- Led user research, prototyping, and rapid iteration to enhance product desirability and usability
- Founded and grew the company's UX Community, elevating UX maturity with an annual international UX survey, frameworks, workshops, and a 400+ attendee conference

01/2017 – 02/2017
Cambridge, MA

Design Fellow
IDEO CoLab

Completed an intensive fellowship collaborating with technology academics and business experts to address core industry and human challenges through design thinking and innovation

12/2014 – 11/2016
Portsmouth, New Hampshire

Principal User Experience Designer
Liberty Mutual Insurance

- Led end-to-end agile design processes to transform employee mobile and intranet products, enhancing usability and engagement for customers
- Mentored UX designers, fostering skill development and design capabilities

Work Experience

- Secured increased investment in early-stage discovery research to inform product purpose and align with user needs

01/2012 – 12/2014
Portsmouth, New Hampshire

User Experience Engineer
Liberty Mutual Insurance

- Established comprehensive research goals and protocols for usability tests on complex sales and service initiatives, ensuring rigorous, end-to-end evaluation
- Integrated human factors best practices with agile team workflows, leading quantitative and qualitative research that prioritized backlog items and improved customer satisfaction
- Applied UX health metrics and analytics to guide product decisions, enhancing user experience quality and effectiveness

05/2010 – 02/2012
Portsmouth, New Hampshire

Business Systems Analyst
Liberty Mutual Insurance

- Developed comprehensive software requirements and designed rigorous test cases to ensure software quality and performance compliance
- Investigated competitors, process flows, and system configurations to define detailed use cases for funding and development of new e-Service and e-Sales tools
- Collaborated with cross-functional teams to analyze system requirements and optimize business processes
- Applied problem-solving skills to identify gaps and recommend improvements in system functionalities

Select Skills

– PRODUCT DESIGN & UX

Product Design & Wireframes

UX Research, CSAT, Experimentation

Information Architecture & Personas

Journey Mapping

Design Systems & Standards

Accessibility

Figma, Illustrator, Photoshop

Mural

– LEADERSHIP & MANAGEMENT

Visioning & Roadmapping

Coaching & Mentoring

Agile & Software Development

Team Management & Collaboration

Education

Human Factors In IT | Master of Business Administration (MBA)
Bentley University

Information Systems and Ops Management | Bachelor of Applied Science
Fairfield University

Certificates

06/2026   **Executive Coaching**
Erickson Coaching International
ACC certification expected '26

12/2025   **AI Agentblazer**
Salesforce

11/2018   **Lean Six Sigma**
Green Belt

Awards & Highlights

06/2024   **Best Results of a Learning Program**
Brandon Hall Excellence Awards
Gold - Bridging the Opportunity Divide through consistent & effective adult learning and data to support student growth and program retention

06/2025   **Best Custom Content**
Brandon Hall Excellence Awards
Gold - Curriculum designed and implemented with learning best practices, including Active Learning, Assessments, and Continuous Improvement

06/2025   **Best Learning Program Supporting a Transformation Business Strategy**
Brandon Hall Excellence Awards
Silver - Transformed Learning to support 10X Growth from 50+ curriculum versions and 7 roadmaps to 1

09/2022   **Featured Non-profit Trailblazer**
Salesforce Dreamforce
Dreamforce featured non-profit Trailblazer - used Salesforce & process change to unlock the power of data resulting in a 2,240% increase in data collection

03/2021   **Product, Innovation, & Service**
Webby Anthem Award
Enrollment digital transformation; 50% fewer application steps, increased applicant conversion, ease of use and centralized data and governance

03/2021   **Diversity, Equity, & Inclusion**
Webby Anthem Award
Digital product achieving 2x increase in student to internship matches/hour and increased staff satisfaction

01/2017   **Eye on Innovation Award**
Gartner
Interactive mobile application to predict impact of weather catastrophes in order to plan for and deploy support and services to minimize impact