

Alissa Bodden Product Designer

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Work Experience

Senior UI Designer, Crossrope Sept. 2021 - March 2025, Raleigh, NC

Crossrope is a jump rope fitness brand with its own native mobile app. I was the sole UI/UX Designer, working closely with our iOS Developer and Product Manager. Using a lean approach to rapidly develop and iterate on new features, our team grew app revenue by 3.8x in three years.

- Increased user engagement by designing a diverse suite of features: data-rich workout experiences; leaderboards; a messaging interface; onboarding and Bluetooth device pairing flows; a stats dashboard; and many others.
- Improved user satisfaction by initiating a major overhaul of the app's design and structure, improving usability and discoverability of features.
- Increased paid subscription conversion from 13.4% to 21% through iterative redesigns and A/B testing of the membership purchase screen.
- Created a design system from scratch, streamlining visual consistency and efficiency in design and development processes.
- Conducted 200+ user interviews and usability tests to extract actionable insights and drive iterative design improvements.
- Ensured smooth design-to-dev handoff and accurate execution of designs through close collaboration with our iOS Developer.
- Collaborated with the team to execute on feature development that balanced business objectives with user needs and technical constraints.
- Managed multiple projects simultaneously and adapted to shifting priorities.

Aerial Fitness Instructor, Cirque de Vol April 2017 - March 2020, Raleigh, NC

- Tailored instruction to fit a variety of skill levels, learning styles, and physical abilities.
- Designed engaging class plans that kept students coming back and helped them reach their goals.

Graphic Designer, Marbles March 2014 - June 2016, Bonita Springs, FL

- Designed presentations, packaging, and other materials that drove interest from B2B and B2C customers.
- Collaborated with other creatives, leadership, and vendors to produce and deliver high-quality work.

Education

UI Design Certification, CareerFoundry May 2021, virtual

AS Degree in Graphic Design, Southern Technical College June 2014, Fort Myers, FL

Skills & Tools

UI/UX design
User research
Wireframing
Prototyping
Usability testing
Feedback-based iteration
Dev handoff
Design systems
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Collaboration
Empathy
Critical thinking
Communication
—
Figma
Sketch
Photoshop
Illustrator
Asana