

Alexandra Leonard

Experience Strategy | Lead Product Designer

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Strategic design leader with 15+ years of experience helping organizations solve complex customer and business problems through experience strategy, product strategy, systems thinking, and human-centered design. I aim to align teams, simplify complexity, and shape scalable product experiences that balance user needs, business goals, and long-term vision.

CORE COMPETENCIES

Product Strategy	User Research & Insight Synthesis	Organizational Alignment
Experience Strategy	Product Discovery	Workshop Facilitation
Systems Thinking	Cross-Functional Leadership	Design Leadership
End-to-End Experience Design	Executive Stakeholder Partnership	Mentorship & Team Development

PROFESSIONAL EXPERIENCE

Lead Product Designer

10/2021 - Present

Experian – Remote

- Led enterprise-wide experience strategy initiatives spanning information architecture, progressive onboarding, financial health, and future-state product vision, contributing to the launch of Experian's Financial Health platform and driving 1.5x higher engagement overall and 3x higher engagement among users who established financial goals.
- Partnered across Product, Engineering, Research, and Content to define end-to-end customer journeys and lead experience strategy for a redesigned consumer dashboard that increased Customer Lifetime Value by 9.3%, page visits by 8.5%, and paid membership conversions by 15.7%.
- Drove organizational alignment by facilitating cross-functional workshops, developing strategic documentation and executive presentations, and mentoring designers in systems thinking, experience strategy, and north-star product planning, helping build shared understanding across a large, distributed organization.

Staff Product Designer (previously Senior Product Designer)

08/2016 - 10/2021

Chartbeat – New York, NY

- Led end-to-end product strategy and design for Chartbeat's enterprise B2B analytics platform, powering audience analytics for more than 60,000 publishing sites across 60+ countries—including industry leaders such as The New York Times, BBC, and The Washington Post—guiding products from discovery through launch and long-term evolution.
- Partner across Product, Engineering, Data Science, and Product Marketing to shape product strategy, identify new market opportunities, and launch three new products—including an alpha platform that unified content planning and analytics for content marketers.
- Championed customer-centered innovation by bringing user research into strategic planning, facilitating executive workshops, mentoring designers, and helping build a collaborative, research-driven product culture.

Senior Experience Designer / Senior Digital Analyst

06/2015 - 08/2016

McKinsey & Company – New York, NY

- Applied human-centered design across diverse client engagements, partnering with business consultants, product managers, engineers, and executive stakeholders to solve complex business and customer challenges.
- Led research, workshop facilitation, and experience strategy by translating customer insights into future-state concepts and recommendations that balanced user needs, business objectives, and implementation realities.
- Helped integrate design into a business-led consulting environment by influencing stakeholders through strategic storytelling, executive presentations, and cross-functional collaboration.

Senior Interaction Designer (previously IxD 2 and IxD 1)

04/2010 - 05/2015

frog design – New York, NY

- Designed human-centered products, services, and end-to-end experiences across healthcare, education, entertainment, and consumer industries, progressing from contractor to Senior Interaction Designer while partnering with organizations including GE, Ernst & Young, TD Ameritrade, TouchTunes, and The Wall Street Journal.
- Led research, experience design, and cross-functional collaboration by translating customer insights into strategic product and service concepts, contributing to multiple experiences that successfully launched to market.
- Built a foundation in systems thinking, service design, and storytelling, learning to design beyond individual interfaces by considering customer journeys, physical and digital touch points, organizational goals, and diverse cultural contexts.

EDUCATION

Rochester Institute of Technology

2005-2009

Bachelor of Fine Arts, New Media Design and Imaging