

Alyssa Rose Peters

PRINCIPAL PRODUCT DESIGNER

Open to remote roles across the UK

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Full right to work in the UK • No sponsorship required

PROFILE

Principal Product Designer with 15 years of experience shaping strategy and simplifying the user experience of complex digital systems.

I specialize in making sense of ambiguous systems, defining compelling product visions, and using research and rapid prototyping to turn future possibilities into clear product direction.

EXPERIENCE

athenahealth

Principal User Experience Designer

December 2025 - August 2026

- Led product strategy for multiple scheduling features, concentrating on near-future opportunities and fixing ongoing experience issues in complicated admin environments.
- Pioneered to use of AI tools among our team to create rapid prototypes to prove AI-enabled concepts for two features, patient self-scheduling and scheduling rules, which helped achieve alignment across product, engineering, and leadership, resulting in team funding for features that had been left on the shelf for years.
- Tested an admin experience overhaul for patient self-scheduling that is estimated to cut dedicated set-up time by at least 90%.

Lead User Experience Designer

August 2021 - November 2025

- Spearheaded product strategy and vision for athenahealth's Patient Self-Scheduling experience, spanning both patient-facing journeys and the administrative systems that power them.
- Led generative and evaluative research with over 50 representatives of different medical practices, to understand complex scheduling behaviors, identify systemic pain points, and translate findings into product direction.
- Worked closely with engineering and product owners to align on maintenance user experience improvements and long-term product vision.

Senior User Experience Designer

April 2020 - August 2021

- Led the end-to-end redesign of Schedule Builder, a core administrative tool used to create doctors' schedules, from early vision and strategy through validation, alpha, beta, and launch.
- Conducted user research and usability testing throughout development, using findings to continuously refine the experience.
- Partnered closely with engineering team through delivery. Schedule Builder launched in waves over several months to athenahealth's customer base of 10,000+ medical practices, serving organizations that collectively care for 100M+ patients.

Fjord

Senior Service & Interaction Designer

January 2019 - April 2020

Service & Interaction Designer

September 2016 - January 2019

- Led research and service design engagements across varied and complex client problem spaces, rapidly developing domain expertise and creating impactful insights and direction sometimes in less than 6 weeks.
- Planned and facilitated stakeholder interviews, research synthesis, in-person workshops and concept development with multidisciplinary client and delivery teams.
- In one project, created employee-facing software for multiple departments of Princess cruise ships utilizing opportunities allowed by passengers wearing RFID wristbands, similar to Disney magic bands, which premiered to wide-acclaim at CES 2017.

Selected clients: Carnival (Princess) Cruises · Halliburton · USAA · Amgen · Accenture · Norfolk Southern

Chaotic Moon

Interaction Designer

October 2014 - September 2016

- Designed complex internal tools and consumer digital products in desktop, mobile, and unconventional platforms for clients in varied industries including healthcare, insurance, entertainment, and energy.
- In one project, translated complex oil drill sensor data into 3-dimensional interactive data visualizations which were installed among land rigs and used to increase recruitment of new employees.
- Contributed to experimental R&D and interactive technology projects created for events including SXSW.

Selected clients: ConocoPhillips · State Farm · Schlumberger · ACL Moody Theater · ExpressScripts

JET Programme

Assistant Language Teacher

July 2013 - July 2014

- Designed original English-language lessons and interactive learning experiences for high-school students.
- Edited the winning video submission for the Kakehashi Project, contributing to a cultural exchange and homestay program involving 30 Japanese and 30 American students.

thirteen23

Interaction Designer

September 2011 - July 2013

Intern

January 2011 - September 2011

- Designed digital products and experiences for clients across multiple industries, contributing interaction design, user flows, wireframes and product strategy.
- Worked fluidly across UX, branding, and visual design, creating everything from early product concepts to illustrations, and 3D assets as project needs evolved.

Selected clients: EA Games · Food Network · Vice

EXPERTISE

Product Strategy & Vision · Complex Systems Design · Interaction Design · Rapid & AI-Enabled Prototyping
User Research & Validation · Service Design · Workshop Facilitation · Cross-functional Leadership

Tools: Figma · Claude Code · Codex · Adobe Creative Suite

SPEAKING

SXSW Interactive · 2016

Panel: "Designing for Sh*t that Doesn't Exist Yet"

EDUCATION

BFA, Design · 2011

University of Texas at Austin