

# ALISHA TRUEMPER

EXPERIENCE | CONTENT | ACCESSIBILITY

## PROFESSIONAL OVERVIEW

Alisha Truemper is an experienced UX Architect with over 14 years designing visual and non-visual interfaces for enterprises, whose cloud-based applications may be B2B, B2C or for internal-facing audiences. She facilitated generative and evaluative studies, within an agile pod as well as international in-house teams. Alisha crafted UX-driven solutions, tailored to diverse user groups – across healthcare, finance, and geospatial agriculture.

## PORTFOLIO

[AlishaTruemper.com](https://alishatruemper.com)

## CONTACT INFORMATION

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## PROFESSIONAL EXPERIENCE

### ShowSeeker

#### UX Designer II | 12.2025 - Now

Product Design Lead for Data Team supporting Pilot, an enterprise B2B SaaS platform. Joined rapidly growing international team to provide UX research and design expertise for agile development of user-centered capabilities. Work for this team also includes active maintenance of the Design System, which is built off of ANT and ShadCN.

### Magellan Health

#### Experience Design & Accessibility Lead | 07.2024 - 12.2025

As the most senior User Experience Researcher at Magellan, I acted as a servant leader nurturing design and development through cross-functional teams for UX research initiatives and content strategy. I directed the enterprise Accessibility program, delivering manual and automated testing, journey maps, and annotated wireframes to support WCAG 2.2 AA compliance. I also supported site migrations, dynamic content governance, and delivered internal UX and accessibility (AX) trainings to promote human-centered design.

### USCitizenship.com

#### Freelance UX Leader | 06.2024 - 07.2024

Conducted discovery research for new immigration services website redesign. Crafted and presented a completely fresh content strategy, tactical marketing strategy, navigation design, information architecture, and proto personas. Additionally, provided guidance on layout and internal cross promotion in collaboration with a visual designer.

## Bayer

### Expert UX/Product Designer (Temporary Contract) | 06.2022 - 01.2024

Returned to previous client, Monsanto/Bayer, as an expert UX on the *Pipeline: Assessments & Decisions* team, which performed UX research studies and human-centered experience design services across internal agile development teams as an embedded resource.

**Product Trials & Positioning (PTP)** is a report building application. I recommended enhancements that would prevent the need for expensive training and one-on-one assistance, in addition to reducing the dependence on 3<sup>rd</sup> party tools.

**Spatial Yield Analysis** launched a new workflow for geospatial harvest data across the Americas. As we closed Phase I, leadership agreed that this was the first they had ever launched with so little rework and last minute pivots.

**Scout Mobile**, Bayer's first mobile app, which had seen minimal updates since its inception. In my role I identified new opportunities for enhanced engagement and new capabilities

**Tools:** Figma, Miro, Mural and User Zoom, DataDog, Aha!

## Mayo Clinic

### Senior Experience Designer (Temporary Contract) | 01.2022 - 06.2022

I provided the Voice of Mayo Clinic to an external vendor, and assisted in experience mapping, workshopping and conducting a survey to define a north star employee experience enterprise-wide. I also mentored a junior researcher through design and execution of a research study for expanding the desktop employee portal to a mobile experience.

**Tools:** Figma, Axure, Miro, Mural, User Zoom, DataDog, Jira

## 1904Labs

### Human-Centered Design Lead | 04.2018 - 01.2022

As a digital experience leader, I consulted on long term client engagements in healthcare, finance, and geospatial agriculture. Projects often included a variety of research efforts for new features and functionality, which I would draft research plans for and then conduct solely delivering synthesized results and action items to the team.

For **Monsanto** I was the UX researcher and designer for a small agile pod. I delivered all generative and evaluative user testing, in addition to wireframing and prototyping for Velocity Mapping Framework.

The **Edward Jones** Project was a large site redesign where I contributed as a UX researcher and interaction designer on a team of UX professional, while taking complete ownership of all accessibility efforts.

**Centene's** Next Gen Telephony Project required building personas, facilitating design thinking workshops, crafting processes and flows for secure conversational design to deliver a secure IVR that allowed end users to self-serve.

**Tools:** Figma, Sketch, Invision, Draw.io, Miro, FlowMapp, AWS, Jaws, Wave, Axe, Miro, Mural, Jira

## Evolve Digital Labs

### Digital Experience Manager | 05.2017 - 03.2018

As the Head of User Experience for the agency, I planned and executed the research needs, employing the *Jobs to Be Done* framework as the foundation for content strategy and mapping. I evaluated each client's needs individually and recommended solutions based on their needs, which may have included heuristic evaluation, navigation design, or live moderated end user testing.

**Agency Clients:** Maritz, Say Insurance, Alamo (Enterprise Rent-A-Car), Soft Surroundings, Store Supply Warehouse, Merck Manuals, CableOne, Farm Journal, etc.

## Hot in the Kitchen

### UX Analyst (Temporary Contract) | 11.2016 - 01.2017

For HITK I took a deep dive into their client – Tucker Allen's – customer data and conversion path. I provided analysis, identified personas, and recommended next steps to improve the cognitive experience for engaging with their legal services.

## Perficient XD

### Sr. Business Consultant | 07.2014 - 09.2016

As a consultant for Perficient's Digital Agency, I participated in major user research efforts for Tractor Supply, Bass Pro's Tracker Marine boats, Medtronic, and others. Testing primarily included live moderated studies either on-site or remotely with end users or stakeholders. We conducted a variety of tests including prototype, live site, card sort, and treejack tests.

**Client Projects:** Tractor Supply, Bass Pro Shops (Tracker Marine), Franklin Templeton Investments, Medtronic, Baptist Health, Bright Horizons, Thomson Reuters, etc.

## Scottrade, Inc.

### Search Marketing Analyst | 05.2011 - 07.2014

## tSunela, LLC.

### Digital Marketing Specialist | 06.2007 - 03.2011

#### PRESENTATIONS & PUBLICATIONS

**2023 | Design Thinking** - Rosati Kain | CannonDesign

**2018 | Axure Training Series** | 1904Labs

**2015 | Perficient Spark Blogs & Presentations:**

- How the Perception of Effort Impacts Content Marketers
- Calculating Delivery for 7 Levels of Content Editing

**2014 | The Marriage of SEO & UX** - STLUX Conference \*SlideShare Award Winner

**2013 | Scottrade SEO Training Series:** SEO 101, Duplicate Content, etc.

**2012 | SEO for Entrepreneurs Roundtable** | Saint Louis University



## TECHNOLOGIES

### Design Tools

- Figma, Sketch, & Axure
- InVision
- Flowmapp
- Draw.io
- Adobe Creative Suite
- AWS Cloud
- Omnigraffle

### Research & Analysis Tools

- User Zoom
- Optimal Workshop Suite
- Miro, Mural, & FigJam
- Google & Bing Analytics
- Adobe Experience <sup>Omniture</sup>

### Accessibility Tools

- NVDA & JAWS
- WAVE <sup>by WebAim</sup>
- Axe <sup>by Deque</sup>

## SKILLS

### User Experience (UX)

- UX Research
- Moderated Usability Testing
- Un-Moderated / Asynchronous Study
- UI & Interaction Design (IxD)
- Conversational (IVR)
- Journey Mapping

### Content Strategy

- Dynamic Content Management
- Navigation Design
- Information Architecture (IA)
- Search Engine Optimization
- Information Architecture (IA)
- Copywriting / Content Creation
- Content Governance
- Craft Training and Education

### Accessibility

- Screen Reader Testing
- Keyboard-only testing
- WCAG Audit

### Business Analyst

- Requirements Gathering
- Agile Process
- Documentation

## EDUCATION

- Webster University | M.A. | Media Communications | 2010
- Maryville University | B.A. | Media Communications: Digital Media Technology | 2007

## CONTINUED TRAINING & EDUCATION

- Deque University | Accessibility Courses & AxeCon | 2025
- AWS Connect: Cloud Practitioner | Amazon Web Services | Dec.2020
- Design Thinking Practitioner | IBM | Nov.2020
- WCAG Testing for Accessibility | The Paciello Group (TPIG) | Feb.2019
- Information Architecture | Nielsen Norman Group UX Conference | Apr.2016
- Wireframing & Prototyping | Nielsen Norman Group UX Conference | Apr.2016
- Searchlight Certification | Conductor | Sept.2013