

Alison Rand

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alisonrand.com

Executive Design leader advancing and supporting excellence, flexible, and resilient systems at some of the premier design organizations in the world. A trusted partner to CDO and C-suite leadership driving efficacy, growth, cooperative working relationships, and adaptive evolution.

EXPERIENCE

2018-Present

Experience Design, Strategy, and Operations Consultant

Independent consultant leveraging Experience Design, Service Design, and Behavioral Design principles in service of transformative culture change. Enhancing the customer experience, foundations of cross-functional teams, improving culture, quality of craft, and speed of execution.

Chief Strategy Officer, VP Strategic Design and Excellence / SAP

January 2021 - December 2022

In partnership with the CDO and key stakeholders, establish a strategic center for design excellence to support Human Centered Design practices and processes across SAP, transforming the employee experience while enabling an industry-leading product design practice.

- Setting the foundation for a Center of Excellence in partnership with our cross-LoB teams, applying the best practices of Design transformation and culture change.
- Built a leadership team focused on Design Systems, User Insights, Product Inclusion, Strategic Foresight, Experience Design, and Design Excellence.
- Set Strategic direction for customer and employee experience transformation at SAP in partnership and implemented rollout plan for each vertical as well as cross product initiatives.
- Set and delivered against strategic imperatives of:
 - **Craft Excellence** to increase quality & throughput while, in support of culture and practice, while embracing uncertainty & change.
 - **Design Intelligence** results in how the impact is measured and crosses business (ROI, revenue / spend KPIs, customer satisfaction/retention), efficiency (time to market, ways of working), and culture (impact, job satisfaction).
 - **Design Acceleration** creates connections to combat siloes, facilitate knowledge sharing and cross functional collaboration, advance decision making, define success, and capture learnings.

Senior Director, Design Operations – Strategic Design & EPD Partnerships / InVision

August 2019 - January 2021

Working closely with EPD leadership to define UX Vision and strategic imperative, operational programs for implementation. Using communication as a superpower to build relationships across the organization that are in partnership with and to design.

- Own the systems and processes that enable designers to work effectively, creating a Center of Excellence inclusive of Organizational Design, Service Design, and Experience Design.
- Work closely with Design leadership, staying on top of strategic initiatives, planned execution, and team communications.
- Partner with our customer-facing team to consult and support our Design leadership customers in building out Design and Design Excellence functions in order to mature and support their design teams in support of strategic business objectives.

Senior Director, Design Operations / Automattic

March 2018 - August 2019

Working with John Maeda, Head of Computational Design and Inclusion, driving team efficiency, operational effectiveness, and craft across design teams and cross-functional partners.

- Drove operational strategy, owning, and evolving a holistic design process.
- Designed organizational structure and growth models for design teams that scaled to the entire organization.
- Served as an aid to executive and other senior management regarding facilitating effective decision-making on complex scenarios that will have a major effect or significant change on the organization.

Director, Program Management / frog

September 2012 - March 2018, New York, NY

Regional and Studio PM Discipline lead, Engagement Strategy, and Business Development leader. Critical to my role at frog was the ability to articulate the value of design thinking and how it enables people and companies to transform business at scale and deliver a distinctively better customer experience.

Director, Program Planning / Hot Studio (acquired by Facebook)

September 2008 – September 2012, New York, NY

Built and led the Hot Studio NY office as well as the Program Management practice. Providing strategic and creative direction to multidisciplinary teams to deliver industry-leading, complex projects and help set priorities for Human Centered Design within a people, practice, process framework.

EDUCATION

The University of North Carolina at Chapel Hill, Bachelor of Arts, Art History

SPEAKING ENGAGEMENTS, AWARDS, AND HONORS

Author: MIT Press, book under contract to be published in 2025 on the intersections of organic intelligence and organizational culture

Speaker: AIGA Design 2020, Keynote – Clarity Conference 2020, Service Design Week 2020, DOps Summit 2019, St Etienne Biennale 2019

Recognition: The 14 Most Influential DesignOps Leaders in 2020, [Superside](#)

Founder: [NCommon podcast](#), [Forty Fifty](#)