VIANKA ALORAS

301.272.4313

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www.viankaaloras.com

Education

MBA, Design Strategy

California College of the Arts

B.S., Interior Design and

B.A., Spanish

West Virginia University

Certifications

Scrum Certification | 2020

International Scrum InstituteTM

Product Management | 2019

UX Design Immersive | 2015

General Assembly

SENIOR DIRECTOR OF DESIGN AND RESEARCH

DIRECTOR, EXPERIENCE DESIGN & USER RESEARCH
Marriott International | August 2021 - Present

Expertise in driving product innovation, developing user-centered experiences, and leading cross-functional teams to execute high-impact design strategies that align business goals with user needs. Proven leadership in transforming complex digital touchpoints into seamless, engaging experiences.

Director, Experience Design and Innovation | Associate Experience (AX)
- Spearhead the design and user research of a best-in-class web application tool, Single Pane of Glass (SPOG), that streamlines workflows, branded by property, to provide associates with a personalized, tech-driven experience.
- Manage a cross-functional team of 10 designers, 2 researchers, and 2 product managers, driving the design process from concept to execution across the software development lifecycle.
- Serve as the primary experience design liaison with Global Technology and Global Operations leadership, ensuring alignment on project strategy, goals, and timelines for development.
- Built a team that creates and maintains the Marriott Associate Design System (MADS), driving consistency across global associate tools and systems for better integration and scalability.

Director, Experience Design | On-site Digital and Guest Services
- Lead design for 12 digital products (e.g., Kiosks, GRE, Mobile Key, Chatbot, Apple Wallet) in collaboration with OSD product managers and engineering teams.
- Conduct user research through interviews and focus groups with 100+ participants to validate mobile key and check-in experiences, as well as new app concepts.
- Develop prototypes (low to high fidelity) using design systems to test emerging tech solutions, shaping product roadmaps and leadership strategies.
- Create and present customer journey maps, user flows, and service blueprints to share insights and align stakeholders across Brand, Loyalty, Product, Engineering, and Operations.
- Manage and mentor a team of designers, UX writers, and researchers, providing feedback, setting goals, and fostering skill development.

ADJUNCT FACULTY, PRODUCT INNOVATION
Maryland Institute College of Art (MICA) | October 2021 - October 2023

- Teach the MICA Design Leadership MA/Johns Hopkins University MBA (fall semester) and MPS Product Management (Spring Semester) students the design thinking process and prototyping skills for both physical and digital experiences.
- Create a curriculum and space where graduate students can explore different design methodologies and tools to ideate on new product and service innovations; with an emphasis in user research, UX, agile product iteration, and business acumen.

SENIOR ASSOCIATE - EXPERIENCE DESIGNER
Publicis Sapient | July 2020 - August 2021

- Conduct user research and implement human-centered design solutions to enhance the US Citizenship & Immigration Services (USCIS) digital experience that met leadership's business transformation goals.
- Collaborate daily with 15 delivery squads to ensure intuitive, accessible, and feasible product solutions that assisted in retiring legacy systems at a quicker pace.
- Manage the USCIS design system and facilitate the process between engineering and design teams for seamless migration from Angular UI library to React.
- Curate the User Experience (UX) Metrics Hub and data analysis framework to guide our team in learning how to track and measure the success of our teams' UX solutions .
- Co-Lead an affinity group called Team Phygital where we explore topics on the UX blend of digital and physical spaces in industries such as healthcare, education, retail and beyond.

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Key Skills

BUSINESS

Market research

Business analysis

Competitive analysis

Value proposition development

Business model innovation

Service & product strategy

User-story mapping

Use case diagrams

SWOT analysis

RESEARCH

Mixed-methods

User interviews

Usability testing

Affinity mapping

User personas

Contextual inquiry

DESIGN

Workshop facilitation

Customer journey mapping

Service blueprints

Wireframing

Interactive prototyping

Visual design

TECHNICAL & SOFTWARE

Prototyping tools:

Figma, Invision, Sketch, Axure,

Adobe Creative Suite

Project Management Tools:

Confluence, TFS, Jira, & Rally

REMOTE WORKSHOP & COLLABORATION TOOLS

Slack, Teams, Freehand, Miro and Mural

SENIOR DIRECTOR OF DESIGN AND RESEARCH

Professional Experience Continued

SENIOR UX CONSULTANT

Applied Technical Systems at Tetra Tech | August 2016 - July 2020

Spearhead UX research and design strategy in Agile environments to develop next-generation tech systems for multiple United States government agencies. Detailed responsibilities per client:

Federal Aviation Administration (FAA)

- Lead a team of 3 designers and 2 content strategists in analyzing requirements, create user flows, design and build high-fidelity prototypes for the next-generation web-based Aerospace Medicine Safety Information System. A platform that guides users through medical certification & drug test protocol for air safety
- Test and validate designs that lead to creating epics and user stories to help manage the product roadmap and backlog for 8 delivery teams in collaboration with the product management and business analyst teams
- Lead workshops and conduct Early User Involvement Events (EUIE) and Remote Screen Review Sessions (RSRS) with stakeholders and subject matter experts to gather and document critical end-user tasks and objectives with customer journeys and service blueprints as our main deliverables to showcase findings

United States Patent and Trademark Office (USPTO)

- Design and manage the style guide and pattern library, user workflows, and high-fidelity wireframes for a financial transactions web-based application
- Lead user testing sessions to collect UI/UX user pain points and successful interactions

Federal Emergency Management Agency (FEMA)

- Conduct contextual inquiries to identify customer archetypes, create customer journey maps and personas to inform internal workflow opportunity gaps
- Assist in developing the solution architecture for a life cycle management tool for emergency housing units by conducting user research and contextual field studies
- Collect and document user insights through ethnographic studies and rapid prototyping

United States Army

- Facilitate design sprints to develop system maps and app designs for a Small Business Innovation Research (SBIR) project named CERDEC, focusing on device-agnostic tech solutions to expand situational awareness for US Army Commanders and their teams in the battle space
- Conduct critical task analysis, to create and test high fidelity prototype with fifteen military participants

SENIOR PROJECT DESIGNER

Streetsense | May 2014 - July 2016

- Lead concept direction for interior design, architecture documentation, material, and FF&E specification for restaurant and boutique hotel environments
- Collaborate with interactive design, brand, and marketing studio to deliver extensive service design and digital brand strategies

DESIGNER

RD Jones & Associates | August 2010 - May 2014

- Create 3D photo-realistic 2D elevation renderings of interior environments, and marketing presentations for large hotel and real estate developer groups