

ALLEY LYLES-JENKINS

Experience Design Leader | AI-Enabled Enterprise Products

Houston, TX

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SUMMARY

Experience design leader for AI-enabled enterprise products. Grew a UX practice from 1 to 15 practitioners, took a GenAI product from opportunity thesis to 154 enterprise customers within four months of pilot launch, and built the impact framework that quantified \$75.85M in direct measured business impact, an 18:1 return on direct impact alone. Ten-plus years across e-commerce, financial services, healthcare and energy, with a record of turning conversational and agentic AI into products people trust and adopt.

EXPERIENCE

Slalom Consulting

Houston, TX

Senior Principal, Experience Design

Sep 2026 to Present

Principal, Product Innovation

Jan 2022 to Aug 2026

Scope: Lead a US-wide practice of 15 practitioners on a single enterprise account; \$75.85M direct measured impact (May 2024 to Sep 2025); GenAI and multi-agent products taken from thesis to pilot to operating model.

- Scaled a UX practice from 1 practitioner in May 2024 to 12 by September 2024 and 15 by December 2025, each step funded by demonstrated ROI. Teams span the West, Central and East US and include leads who manage others. Defined delivery models, roles, governance and capacity planning across concurrent innovation workstreams; mentor Senior Consultants.
- Built the impact framework for client leadership that quantified \$75.85M in direct measured business impact (May 2024 to September 2025), applying a 60 to 80% UX attribution factor and 70 to 85% confidence intervals, an 18:1 return on direct impact alone. Leadership used it to prioritize, accelerate and stop investments.
- Directed end-to-end design of an AI-powered spend-anomaly monitoring product, built on a managed foundation-model platform for a global e-commerce marketplace, from opportunity thesis through discovery, MVP and an instrumented pilot to a transition-ready operating model: 154 enterprise customers within four months of pilot launch.
- Architected a multi-agent AI design-review system for a global payments business: a proof of concept that cut a 25-day manual review to under 90 seconds, taken from opportunity framing through prototype, pilot design and transition planning.
- Led the product management team on an 18-person product and UX engagement for a national wealth-management firm, delivering 20+ sprints to a first production pilot; consolidated 5 fragmented design systems into 1, lifting development velocity 3x and advisor platform adoption from 65% to 92% in one quarter.
- Took a regulated healthcare enterprise from 100+ stakeholders to 3 decision-makers and from concept to pilot in 90 days.
- Built a self-service wizard for a global e-commerce marketplace that eliminated 5,600 annual contacts and cut processing time 96%.
- Redesigned a CRM platform for roughly 1,000 account executives, set an agentic vision for it, and ran a pilot with 110 users.
- Led UX design for a decision-support analytics venture at a healthcare analytics firm, from concept to a customer-facing preview in eight weeks against a fixed customer-summit date, with dollar impact quantified on every insight.
- Designed the experience and served as Project Lead for a global healthcare and industrial manufacturer's contact-center cutover to a cloud platform, running global hypercare across four regions.

USAA

Austin, TX

UX Designer & Producer

Apr 2020 to Jan 2022

Scope: Member experience for 13M+ members inside a 200+ person design studio; mentored 6 designers.

- Redesigned digital insurance quote flows from 23 to 7 steps, lifting quote completion from 32% to 67% and cutting average session time from 27 to 9 minutes.

- Spearheaded a CX research lab for beta feature testing, recovering \$1.4M in revenue through user research presented directly to executive leadership.
- Built Figma component libraries to WCAG 2.1 AA, driving a 25% increase in design consistency across products serving 13M+ members.
- Mentored 6 junior and mid-level designers, establishing design operations practices and cross-channel collaboration frameworks.

Dell Technologies

Round Rock, TX

Senior Product Marketing Designer

Jan 2020 to Apr 2020

- Designed conversational AI (virtual assistant) experiences across employee, consumer and enterprise segments and engineered proofs of concept reaching 11.5M users.
- Wrote a virtual-agent governance charter, a 5-lens framework and a KPI standard under a 35% assisted-interaction removal mandate.

Direct Energy

Houston, TX

Digital Marketing Specialist

Mar 2018 to Jan 2020

- Executed a net-new retail partnership with a global e-commerce marketplace, co-developing a #1-ranked residential energy bundle, then expanded distribution into two national big-box retailers to establish a scalable new-channel acquisition model.

Slink Interactive

Houston, TX

Founder and Principal Strategist

Aug 2016 to Dec 2019

- Founded and ran a marketing and product studio with a team of 8, serving six clients across consumer technology, sports, media and energy; mentored early-stage founders for two years at DivInc.

INDUSTRY RECOGNITION AND SPEAKING

- Women in IT Silicon Valley: Digital Transformation Leader of the Year
- Austin Woman Magazine: Technology Change Maker
- ThinkAdvisor: Luminary Award for Innovation in Design
- Women in Tech Texas: Invited Keynote Speaker (2022)
- TEDxRiceUniversity: Invited Speaker (2018 and 2020)

EDUCATION

Columbia University | MSc, Architecture & Urban Planning

New York, NY

Rice University | BA (Honors), Sociology

Houston, TX

CERTIFICATIONS

MIT xPRO: AI for Designers | Google: UX Design | Adobe: UX Design Expert | Salesforce: UX Specialist, Enterprise | Salesforce: Agentforce UX (Trailhead) | Product School: Product Leadership & Strategy | Scaled Agile: SAFe Scrum Master

CORE COMPETENCIES

Experience Design Leadership | AI-Enabled Product Design | Agentic and Conversational AI | Design Systems | Enterprise Platforms | Design Operations | Journey Mapping | Pilot Instrumentation | Business Case and ROI | Executive Communication | Accessibility (WCAG 2.1 AA) | Agile and SAFe | Figma | FigJam | Miro | Kiro | Agentforce