

Annalisa Recio

VP-Level UX Leader | Design Systems Strategist | Product Experience Advocate

Executive Summary

Visionary Product Design leader with 15+ years of experience shaping enterprise product experiences across SaaS, workplace tech, and mobile platforms. Proven success building and scaling UX teams, implementing design systems, leading digital transformations, and aligning user experience to business outcomes. Known for connecting strategy to execution, mentoring cross-functional teams, and driving measurable impact through user-centered design.

Core Expertise

- UX & Product Strategy
- Design Systems & Governance
- Design Leadership & Team Building
- Native Mobile & Responsive Web
- Lean UX & Design Thinking
- Conversational UI & Accessibility
- User Research & Usability Testing
- Scalable Design Operations

Contact

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Work Experience

Eptura VP, UX & Product Management

APR 2021 – PRESENT

VP, USER EXPERIENCE

NOV 2021 – JUNE 2024

SENIOR DIRECTOR, USER EXPERIENCE

APR 2021 – NOV 2021

Led UX and Product strategy through significant growth, transformation, and post-merger integration. Oversaw a global team of 18+ UX researchers, designers, and strategists across multiple time zones and product verticals.

- **Design Leadership at Scale:** Built and scaled a high-performing, globally distributed UX team. Mentored next-gen design leaders and fostered a culture of creativity, collaboration, and accountability.
- **Strategic Storytelling:** Shaped and sold a compelling vision of the future product experience, positioning Eptura as an industry leader in workplace and asset management technology.
- **Design Systems & Consistency:** Created an enterprise-wide design system that unified multiple legacy products into a seamless, scalable suite—reducing UX debt and accelerating time-to-market.
- **Operational Excellence:** Standardized UX processes and tools post-merger to increase design velocity, deliver consistent user outcomes, and demonstrate measurable efficiency and cost savings.
- **Product Partnership:** Worked closely with Product and Engineering leadership to align user experience with strategic business goals and roadmap planning.
- **Customer-Driven Innovation:** Established continuous user feedback loops and embedded Lean UX practices across the product lifecycle to inform both short-term iteration and long-term vision.
- **Cultural Impact:** Championed design thinking across the organization, influencing how teams solve problems, measure success, and center user needs in business conversations.

Awards & Recognition

- Zeroheight Design System Finalist – *Best Design System Governance*, Evo Design System (2023)
- 1st Place – Cox Annual Hackathon, "Inspector Gadget" (2017)
- 1st Place – Cisco Home Automation Challenge, AT&T Dev Summit (2015)
- 2nd Place – Best Overall App, AT&T Dev Summit (2015)
- 3rd Place – Mobility Live Hack-Back, Atlanta (2014)

Education

Art Institute of Atlanta — *Associate of Arts, Graphic Design*
June 2006

Work Experience Continued

VMware UX Manager

MAY 2020 – APR 2021

- Built a scalable design system, integrating it across multiple teams and products.
- Hired and mentored a global team of designers and researchers to elevate product quality and consistency.
- Advocated for user-centered, hypothesis-driven design practices throughout the R&D org.

Anthem, Inc. UX Art Director

JUN 2019 – MAY 2020

- Directed digital transformation efforts with data-driven, validated product strategies.
- Mentored designers and elevated UX practices across cross-functional teams.
- Acted as enterprise product owner for high-impact initiatives, translating KPIs into experience strategies.

OnSolve Director of User Experience

OCT 2017 – JUN 2019

- Unified legacy products through a scalable design system, reducing design debt and improving consistency.
- Led journey mapping, persona creation, and usability testing to inform product strategy.
- Introduced Lean UX practices and streamlined tools and processes across teams.

IBM + Apple Lead iOS UX Designer

OCT 2016 – OCT 2017

- Managed and mentored 5 UX designers, directing design strategy and execution.
- Applied Apple's HIG, accessibility standards, dynamic type, and iOS frameworks to create polished, compliant interfaces.
- Led user workshops to identify pain points and define the MVP aligned to user and business needs.

Hewlett-Packard Lead UX Designer

OCT 2016 – OCT 2017

- Partnered with stakeholders to prioritize and resolve business challenges.
- Translated design strategy into models, wireframes, and prototypes aligned across teams.