# Alana Boscan

User Researcher & Service Designer

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## Executive Summary

Strategic User Researcher & Service Designer with 7 years of experience in driving enterprise-level innovation, optimizing digital experiences, and leading cross-functional teams to deliver measurable business impact. Expertise in B2B SaaS and PaaS user research, journey mapping, service design, and operational strategy, with a human-centered, data-driven approach to solving complex business challenges. Adept at scaling teams, influencing executive decisions, and transforming business processes through research and design.

## Professional Experience

### User Experience Researcher & Service Designer

Acquia | July 2022 - Present | Remote

- Led 20+ research and service design projects to inform product and service innovation, influencing executive decisions and business strategy.
- Optimized onboarding & service experiences through workshop facilitation to create three measurable phases increasing time to value for customers.
- Designed & implemented 10+ service blueprints & customer journeys, improving operational efficiency and customer experience.
- Conducted qualitative and quantitative research such as usability tests, CSAT synthesis, and user interviews to improve customer service, product workflows, value, navigation, and comprehension.
- Redesigned the interface and enhanced the conversational flow of a new AI bot, driving increased adoption by conducting user interviews and rigorous usability testing to ensure a seamless and intuitive experience.
- Presented research insights to C-suite & stakeholders, shaping long-term strategy and investment decisions.

### Adjudication Manager II

State of Utah - Department of Workforce Services | July 2021 - July 2022 | SLC, UT

- Drove a 10% increase in customer service quality in 6 months by leading research-backed process improvements, incentives and automation of services.
- Presented leadership with data-driven reports on business outcomes quarterly.
- Analyzed data daily to identify trends, proactively address process and performance issues.

- Manage a team of 40 adjudicators, 3 program specialists, and 3 managing supervisors.

### Claims and Re-employment Manager II

State of Utah - Department of Workforce Services | January 2018 - July 2021 | SLC, UT

- Prototyped and iterated a new re-employment program that doubled customer participation and saved 2.1 million in grant funding.
- Scaled a team from 40 to 80 people internally in one week and implemented automation, handling a 600% pandemic emergency increase while maintaining company costs.
- Developed and launched an online application adopted by 99% of users, reducing call volume and improving self-service efficiency.

### Adjudication and Benefit Payment Control Manager I

State of Utah - Department of Workforce Services | January 2014 - January 2018 | SLC, UT

- Reduced quarterly costs by more than 52% through strategic negotiations with partners.
- Developed education content, including an online video, to prevent fraudulent customer activity.
- Authored an operations manual to streamline investigative processes for fraud detection and resolution.

## Key Skills & Expertise

- Leadership & Strategy: Design thinking, service design, product strategy, cross-functional collaboration
- User Research & Insights: Qualitative & quantitative research, usability testing, customer journey mapping
- Operational Excellence: Process optimization, automation, change management, stakeholder engagement, design systems
- Technical Proficiency: Figma, Dovetail, Miro, Gainsight, Aha!, Salesforce, DOMO, Google Workspace
- Business Impact: Revenue growth, cost reduction, user adoption, executive reporting

## Education

Master of Arts in Community Leadership – Westminster College
Bachelor of Science in Anthropology – University of Utah
Certificate in UX Design – Google

## Awards

Governor's Award for Innovation and Efficiency, 2019