allison biesboer

content design director

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biesboerdesigns.com
austin, tx

Set the vision. Design systems. Uplift people. Humans always come first.

about allison

Allison is a design leader with 13 years of enterprise experience across payments and AI platforms. She designs agentic AI systems, builds design systems, and experience leading teams to success. She's driven key programs in an organization of over 4K designers and over 100K UX-focused employees. She has a track record of measurable outcomes: 13X thought leadership program growth, millions saved in ROI. She's been working on AI-infused products since 2017. She is a speaker, facilitator, and writer with strategic vision and hands-on craft.

experience

Visa

Head of Product Content Design @ Visa
Austin, TX September 2021 to present
• Founded the Content Design program at Visa
• Hired and managed a team of 6
• Built a content design system from scratch, which achieves 30% greater design efficiency and 40% developer efficiency
• Set strategic content design program direction
• Design systems and agentic design enablement
• Led content strategy and worked on the Visa Commercial Solutions Hub—A B2B2C payments platform serving issuers and corporate users combining 9+ products and 15+ services

IBM

Lead Content Designer and Strategist
Design Program Office
Austin, TX October 2018 to September 2021

• Led content design for The Universal Experiences service design framework
• Director of Experience Matters live series
• Authored newsletter comms for the design org
• Co-authored the Design Career Playbook
• Led content design on internal and external web sites with Carbon Design System team
• Served as Editor in Chief of IBM Design Medium channel
• Co-chaired the Content Design Guild
• Served as speechwriter for GM Phil Gilbert

Content Marketing Manager, Content Strategist, Worldwide Content Manager, Multimedia Development Strategist
Austin, TX July 2014 to October 2018

• Managed and set strategy for marketing campaigns as content manager
• Authored and designed assets for AI-infused products in IBM Analytics and Social Solutions: case studies, white papers, animations, videos, event activations, demos, solution briefs, infographics, and social graphics
• Saved IBM millions in agency fees
• Managed 4 contract employees and 3 interns

Advanced Computing Center for the Arts & Design (ACCAD):

Graduate Teaching Assistant/Lecturer
August 2013 to May 2014

Graduate Research Assistant,
October 2011 to June 2013

The Ohio State University Athletic Department
Scoreboard Graphics Animator, Video Services
Columbus, OH August 2011 to August 2013

Northwestern University Feinberg School of Medicine
Freelance Graphic Designer
Chicago, IL July 2011 to September 2012

Planet Propaganda
Intern
Madison, WI May 2011 to July 2011

University of Wisconsin Division of Intercollegiate Athletics
Graphic Designer and Photographer, Web Services
Madison, WI October 2007 to July 2011

Kate Spade & Company
Design Technologies Intern, Lucky Brand
New York, NY June 2009 to August 2009

education

MFA, Digital Animation & Interactive Media
The Ohio State University, Columbus

BFA, Graphic Design
BA, Spanish
University of Wisconsin, Madison

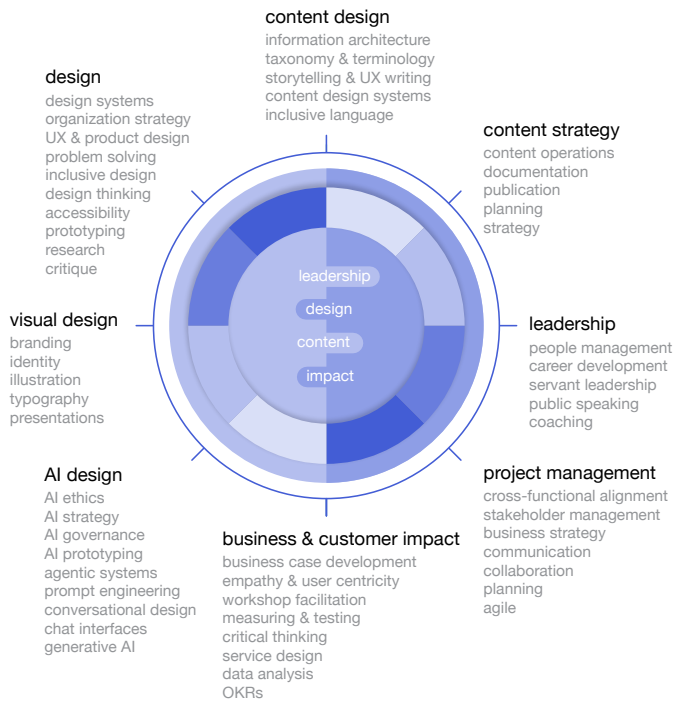
awards & certifications

MIT AI for Business Strategy certificate
eCornell Product Management certificate
PMP Training through Project Management Institute (PMI)
eCornell Project Leadership certificate
IBM Enterprise Design Thinking Co-creator
Special Equity Award
Buyer-Centric Award
Manager's Choice Award (2)
IBMer Appreciation Program Award

projects

Visa Commercial Solutions Hub
Visa Product Design System
Visa Design Principles
Site engagement leadership
IBM Design Matters video series
IBM Racial Equity in Design
IBM Universal Experiences
IBM Community Platform
IBM Design Career Playbook
Content marketing for 10+ products
Organizing enterprise events (30K attendees)
Master's thesis film and publication
Freelance design for small business

core competencies



Technical tools: Figma, Claude Code, Replit, Copilot, Chat GPT, Adobe CC; Illustrator, After Effects, PhotoShop, Premiere, Sketch, GitHub, Jira, Coda, Airtable, VS Code, content management systems, motion design and 3D animation tools

Frameworks: HTML, CSS, JavaScript, XML, jQuery, design systems supporting React, Angular, Flutter

Analog skills: Painting, Illustration, Photography

Languages:

English:

Spanish:

Dutch:

organizations

AIGA
Creative Mornings
IBM Content Design Guild (Committee)
Nonprofit consulting
Project Management Institute

speaking

Button Speaker
IBM Spark Design Festival Speaker
Design & Content Conference Speaker

interests

Crafting, painting, illustration
Dachshunds
Film, video, animation
Mountain biking, hiking, yoga
Racial and social equity
Sustainable design
Technology, science, and ethics
Women's leadership in STEAM