



HI! I'M ALLISON.

Senior Fractional Product Designer



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SUMMARY

Senior IC product designer with 13 years of experience in UI, UX and UXR. Experience includes 2x Growth designer, startup founding designer, mentor, Design Systems designer, PM and management experience and consulting.

WORK HISTORY

Slack • 03/25–09/25

Contract Senior Growth Designer

Contract role. Customer journey and optimization for repeat engagement on Slack's logged out [pricing page](#). Discovery, growth retention audit and optimization led to increased conversion rate of new users to paid users.

Yahoo • 06/23–07/24

Contract Principal Product Designer, Mail

Contract role. Research and ideation on AI integration in email, collaborator with agency on qualitative UXR analysis, design lead with junior designers and squads to inform product roadmaps and assist with feature work.

Dropbox • 02/21–02/23

Contract Senior Comms Designer

Contract role. Large scope changes to *Dropbox Resources*, lead designer on redesign efforts, lead marketing stakeholders through first time UXR trials on Comms, increased user retention to [Resources](#) site by 20%.

Nextdoor • 07/20–12/20

Contract Senior Product Designer

Contract role. Compiled and organized audit of all previous design system iterations. UXR trials, created documentation for Blocks design system following company rebrand. Increased internal adoption of design system.

► *Additional contractor experience available on [LinkedIn](#)*

Ticketfly • 06/15–02/17

Full-time Product Designer in San Francisco, CA

End-to-end design for Ticketfly's internal tools Ember app, established global pattern library for all future Ember apps. Designed mobile plugin for music venues. Mobile design for Ticketfly Android and iOS apps.

AnyPerk • 07/14–06/15

Founding Product Designer in San Francisco, CA

First design hire (startup acquired in 2023). Led end-to-end product cycle for SaaS employee reward engagement solutions for enterprise companies on iOS and internal employee rewards program on web. Submitted beta to App Store in 2015.

EDUCATION

Columbia College Chicago • Graduated 2011
Bachelor of Fine Arts in Graphic Design

College of Lake County • 2007–2009

ACCESSIBILITY STUDIES

Accessibility Internet Rally (AIR) • 2024
knowbility.org

Group participant. Conforming to A11y and WCAG guidelines for UI/UX, created mobile responsive website for client *Texas Music Museum* in Austin, TX.

CPACC Certification (In Progress) • 2026
dequeueuniversity.com

Working towards IAAP CPACC Certification.

SKILLS

Proficient in

- User Journey
- Growth Retention
- Qualitative UXR
- Design Systems
- Iterative A/B Testing
- Team Development

Continued learning

- AI accessibility compliance
- Vibe coding tools
- Framer JS

Etc.

- Film and digital photography
- Letterpress printing
- Poster art silkscreening
- Mediocre banjo playing

✓ **References available upon request**