

# ALLISON WALKER

USER EXPERIENCE/PRODUCT DESIGN

alliwalk@gmail.com www.alliwalk.com New York, NY

## EXPERIENCE **Freelance UX Design and Consulting.** *Since 2005*

- Interaction design, concept design, wireframes, information architecture, prototypes, and user research and usability testing for notable brands and clients.

## **Product Design/Web Team, Adorama Camera, New York, NY.** *5.2017–6.2018*

- Define and implement user experience components for responsive e-commerce platforms, with a strong emphasis on front-end coding.
- Involvement in all aspects of product design, from ideation, design, implementation, and testing to provide mobile-optimized solutions and improvements.
- Collaborate with business partners, stakeholders, and remote teams in Sprint process.

## **Sr. UX Designer, Young & Rubicam (Contract), New York, NY.** *7.2016–9.2016*

- User experience design for *Pepperidge Farm*-branded initiatives, including *Goldfish*.

## **Sr. UX Designer, Deep Focus (Contract), New York, NY.** *5.2016–7.2016*

- Implementation of UX design strategy and prototyping with Axure for brands, including: *Nike Jordan, I Can't Believe It's Not Butter, Nesquik, Nespresso.*

## **UX Architect, Geometry Global, New York, NY.** *5.2014–10.2015*

- UX design and architecture for wide variety of web and digital experiences, for food, beverage, pharmaceutical, and financial clients, as well as internal communication tools.
- Work products included experience maps, wireframes, personas, information architecture for clients including: *Heineken, Aleve, Weight Watchers, Novartis, Trane, and Bombardier.*

## **Sr. Product Designer, Infogroup New York, NY.** *9.2012–5.2014*

- Product designer for suite of small-to-medium business, web-based tools supporting sales lead generation, direct marketing, and email marketing, as well as internal CMS templates.
- User research, including usability testing/user interviews.

## **Information Architect, Saatchi & Saatchi, New York, NY.** *11.2011–5.2012*

- UX workflows, wireframes, prototypes, and user experience for mobile and social campaigns.

## **User Researcher, Chevron Corporation, Houston, TX.** *4.2007–1.2009*

- Developed and implemented user research studies, focused on internal productivity tools.

## **Interaction Designer, Lexmark International, Lexington, KY.** *3.2006–3.2007*

- Interaction design for a new line of multi-function laser printers.

## EDUCATION **Master of Professional Studies.** New York University, *2011*

Multiple online courses  
from Simmons College,  
Udacity, Lynda,  
TeamTreehouse, etc.

## **Master of Science in Information.** University of Michigan, *2005*

## **Bachelor of Fine Arts in Ballet.** University of Cincinnati, *2002*

SKILLS	Adobe CS	Excel	HTML	JIRA	Personas	Sketch
	Axure	Git / Terminal	InDesign	Journey Maps	PowerPoint	Usability Testing
	Bootstrap	gulp	Invision	Keynote	Prototyping	User Research
	css	Heuristic Review	JavaScript	OmniGraffle	Sitemaps	Word