

ALLISON MARSHALL

PRODUCT DESIGNER - SEATTLE, WA

www.allisongrayce.com

Experience

OCT 2017 – MAY 2018

LIGHTNING AI

HEAD OF DESIGN – REMOTE/SAN FRANCISCO

Designed and launched the brand and website from scratch for Lightning AI, software that uses Artificial Intelligence to help brands grow and expand their target market and advertise to them on Facebook and Google. Performed research and discovery, and created an early MVP for a SaaS product to build on top of their unique algorithm.

FEB 2017 – AUG 2017

ROADMAP

CO-FOUNDER & PRINCIPAL DESIGNER – REMOTE/CAMBRIDGE U.K.

Built and launched a SaaS business called Roadmap, a product that makes it easy to capture user feedback, test and prioritise product ideas, and share product vision and updates with a public roadmap. Grew to 50+ paid customers, acquiring users from top brands like Pinterest, Spotify, and GitHub.

OCT 2015 – FEB 2017

REDGATE

USER EXPERIENCE DESIGNER – CAMBRIDGE U.K.

Led design efforts from strategy to launch on SQL Clone, database provisioning software that lets you make tiny copies (clones) of production databases. Day-to-day included user research, visual design, user testing, documentation, and front-end development. I also co-led efforts to establish and scale Honeycomb, Redgate's visual design system.

MAR 2015 – AUG 2015

BASECAMP

BRAND/MARKETING DESIGNER – REMOTE/CHICAGO, IL

At Basecamp, the marketing team is made up of entirely designers. I made up half of that team, where I created and maintained fresh content and design on the website and social media. I designed marketing campaigns for the launch of BC3, and come up with fun ways to surprise and delight current customers and increase brand awareness.

JUN 2014 – MAR 2015

JOBHIVE

BRAND/MARKETING DESIGNER – REMOTE/CHICAGO, IL

Lead the brand and product design for video application and applicant management software, Jobhive. Also designed other digital experiences like the website and online marketing. In addition to design, I contributed to copywriting, front-end development, project management, testing, and quality assurance.

SEP 2011 – APR 2013

TREEHOUSE

TEACHER - ORLANDO, FL

Created curricula, wrote scripts, and marketing content on UI, UX, and design fundamentals at Treehouse, an online educational company that teaches you how to code. I appeared on camera in lessons, interviews with industry leaders, and fun marketing material I wrote and co-produced.

JAN 2008 – SEP 2011

ROGER WEST CREATIVE

INTERACTIVE ART DIRECTOR - TAMPA, FL

Hired as the first employee and grew from intern to designer and finally art director. I worked on complete brand identity systems for customers of all sizes. From logo design and printed collateral, to website and emails – I lead design and front-end development, working closely with developers to implement various CMS solutions.

SEP 2010 – JAN 2011

SPARK BRAND

INTERACTIVE ART DIRECTOR - TAMPA, FL

Took creative direction from advertising campaigns and designed and executed their interactive counterparts. This included design and front-end dev of websites and emails, mobile and web apps. I also took on the responsibility of managing projects with remote iOS and Facebook developers.

FEB 2008 – APR 2008

PEAK BIETY

INTERN & CONSULTANT - TAMPA, FL

Led design efforts from strategy to launch on SQL Clone, database provisioning software that lets you make tiny copies (clones) of production databases. Day-to-day included user research, visual design, user testing, documentation, and front-end development. I also co-lead efforts to establish and scale Honeycomb, Redgate's visual design system.

Education

2006 – 2010

THE ART INSTITUTE OF TAMPA

BFA, WEB DESIGN & INTERACTIVE MEDIA

UX SKILLS

- Sketching & leading brainstorming sessions
- Creating user flows from high level strategy
- Wireframes and interactive prototypes
- Writing job stories to flesh out & prioritize work
- Collaborating & synching up with designers across multiple products
- Leading research and testing calls, talking to users
- Creating & facilitating beta groups
- Technical writing (software and documentation)
- Visual and interaction design (Sketch, Adobe Creative Suite)
- Proficient and comfortable in front-end development (HTML/CSS/Git, some JavaScript)
- Lots of experience working with marketers, engineers, & data scientists
- Creating & maintaining design systems & design documentation
- Working within hybrid desktop/web-app environments

OTHER SKILLS

- Comfortable in high-paced product environments
- Confident in remote work situations
- A passion & eye for great branding & visual identity
- Illustration and graphic design
- Skilled in writing and content development
- Interests in lettering, photography, videography, and paper crafts
- Experience organizing meetups & company events