# Allison Milchling
## UX Designer in Oakland, CA
Problem expert grounded in the long term vision

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# EXPERIENCE

## UX Designer
Jan 2017 - present
Captricity (ML-Powered Data Digitization)
Oakland, CA

Single UX designer for 3 PMs, 9 App Engineers, 4 MLEs, 3 QAs)

• Shepherds ML-based enterprise projects from inception to completion - from ideation, to design, to development, and finally QA, iterating quickly based on both intuition and findings from user research:

  • ROUTE: Marrying ML and human feedback to automate mailroom processes
  • READ: UX guidance to both build and accurately market a ML-only digitization pathway
  • REPAIR: User-friendly human feedback loop for ML-based data digitization
  • Data Configuration: Customer-first redesign for faster setup of highly custom enterprise use cases

• Sets the bar for excellence on the product team, mentoring more junior PMs, creating and leading a culture of user-first agile development, and researching and creating the company roadmap for partner-enablement/product maturity

• Collaborates daily with PMs, engineers, and professional services teams (and regularly with sales and marketing) to insure that core product improvements, new product ideas, ML research and quick fix solutions all align with users, UX best practices and the long term product vision.

## UX Designer
Dec 2015 - Feb 2017
Freelance (selected projects below)
Denver, CO
Full-stack UX generalist for web apps, mobile apps, and business websites.

  **Product Lead**, Art of the Trek (Trip Planner Product Suite)
  • Conducted competitor and industry research to anchor value proposition to then define user flows to convert bloated product scopes into clean designs.
  • Guided 3 engineers and 1 UI designer through initial development process

  **UX Lead**, PF Loop (Social Media Platform and Connected Apps)
  • Iterated on interaction designs that yielded 1.0 and 2.0 versions that improved known pain points such as navigation, adoption, and discoverability
  • Wrote, conducted, and analyzed user tests to validate design decisions
  • Managed a developer and content writer to ensure proper end-to-end UX

  **UX Strategist and Project Manager**, Weberous (Design Agency)
  • Advised e-commerce and small business clients on user-centric designs regarding navigability, content strategy, web standards, personas, and more
  • Managed the visual design and development process of a seven person team

## Product Marketing Consultant
Aug 2015 - Oct 2016
Freedom (Distraction Blocker Productivity App)
Durham, NC

Guided a three person, all-development team by clearly defining target audiences and an inbound marketing strategy through conducting user and competitor research.

  • Created high fidelity wireframes outlining quick-win solutions and larger projects that drove up adoption rates for core features and eased support load

## Retention Strategist
July 2014 - Aug 2015
Windsor Circle (E-commerce Retention Marketing Platform)
Durham, NC

Designed and implemented custom retention marketing strategies for over 100 small to mid range retailers, training their marketing teams in all major ESPs.

## Freelance Web Designer and Marketing Strategist
Dec 2013 - July 2014
Clients: Allied Management Group, Recovery Roofing, Johnson Family Law
Durham, NC

## Designer and Program Coordinator
May 2011 - Sept 2013
Crossroads Community Food Network/Eat Fresh Maryland
Takoma Park, MD

# SKILLS

Competitor research
Designing for enterprise
Designing for ML
Interaction design
Interactive prototyping
Product-first culture
Personas/JTBD
Product roadmapping
User-first agile culture
User testing
User journey mapping
User story mapping
Wireframing

# PREFERRED TOOLS

Adobe CS
Invision
Sketch
Zeplin

# LANGUAGES

HTML/CSS

# INTERESTS

Paddleboarding
Road Tripping
Tech Inclusion

# EDUCATION

**University of Maryland**
College Park, Class of 2012
B.A. in Chinese
Minor in International Development and Conflict Management