

Allison Milchling

UX Designer in Oakland, CA

Transforming complex workflows for growth and scalability.

allisonmilchling.com

amilchling@gmail.com

410-984-7717

in/🐦/M: @amilchling

EXPERIENCE

UX Designer

Captricity (AI-powered data digitization)

Jan 2017 - present

Oakland, CA

Sole UX designer

- Works directly with end users to design, iterate and test usability of new features. Identifies root cause of pain points to ensure that features are holistic solutions and not bandaids by interviewing, observing and analyzing end user practices. Redefines workflows as user-centric for growth of external adoption.
- Plays a leading role on the scrum team by transforming high-level feature requirements into user stories and detailed designs for engineers to build, shepherding ML-based enterprise projects from inception to completion. Prioritizes product roadmap by contextualizing impact within company vision.
- Defines architecture changes to overhaul site navigation and account permissions to grow external user base to increase adoption, autonomy, transparency, and to decrease labor of internal staff.
- Owns and establishes new UI design patterns for a consistent and intuitive experience; works with engineers to build reusable UIs via embedded CSS mocks.
- 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

Freelance (selected projects below)

Dec 2015 - Feb 2017

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

Freedom (distraction blocker productivity app)

Aug 2015 - Oct 2016

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

Windsor Circle (e-commerce retention marketing platform)

July 2014 - Aug 2015

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

Clients: Allied Management Group, Recovery Roofing, Johnson Family Law

Dec 2013 - July 2014

Durham, NC

Designer and Program Coordinator

Crossroads Community Food Network/Eat Fresh Maryland

May 2011 - Sept 2013

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