

# Allison Ford

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## CORE COMPETENCIES

- Web Accessibility, Accessible Design
- UX Research & Design
- Product Management
- Leadership & Teaching

## PROFESSIONAL EXPERIENCE

### FREELANCE USABILITY CONSULTANT

*Kataluna Horsemanship, Carnation, WA*

*July 2019 – Present*

- Recognized usability issues after initial screening. Lead and executed Usability test on katalunahorsemanship.com.
- Provided recommendations to improve the site navigation, content, layout, and language. Assisted in implementing these alterations to the website.

### CWU ONLINE ORDERING CUSTOMER SERVICE AND WEB SPECIALIST

*CWU Wildcat Shop, Ellensburg, WA*

*Oct 2018 – June 2019*

- Lead, planned, and executed accessibility testing for Wildcat Shop website to comply with WCAG 2.0 Level AA standards.
- Redesigned Customer Interactions Log through observational and survey research methods which led to increased efficiency in recording important information during customer interactions.
- Researched product information and adjusted website to improve user shopping experience which led to increased sales.
- Other responsibilities: Resolved customer discrepancies, order fulfillment, collaboration with other departments

### UNDERGRADUATE RESEARCH ASSISTANT, Anthropology & Psychology

*Central Washington University, Ellensburg, WA*

*Sept 2018 – June 2019*

- “Shopping while Non-white in Ellensburg, WA” - Presented at CWU SOURCE, May 2019. Designed, conducted, and analyzed true experiment to compare experiences of minority and white customers at stores in Ellensburg, WA, with Dr. Marte Fallshore
- Analyzed and identified trends in quantitative survey and qualitative interview data for a report on the habituation of primates, with MS Primate Behavior and Ecology student Victoria Green

## EDUCATION

### UNIVERSITY OF WASHINGTON, Seattle, WA

*Master of Science in Information Management*  
Specialization in User Experience

*Sept 2019 - June 2020*

### CENTRAL WASHINGTON UNIVERSITY, Ellensburg, WA

*Bachelor of Science in Anthropology, Summa Cum Laude*  
Dean's Scholar Honor (top 5% of College of the Sciences graduates)

*Sept 2017 - June 2019*

### BELLEVUE COLLEGE, Bellevue, WA

*Associates Degree in Arts and Sciences, Graduated with High Distinction*  
Concentration in Anthropology

*Sept 2015 - June 2017*

## ADDITIONAL EXPERIENCE

**Teaching Assistant and Lecturer**, Cultural and Biological Anthropology, CWU

*Jan 2019 – June 2019*

**Head Treasurer**, CWU Environmental Club

*Sept 2018 – June 2019*

**Associate**, Panera Bread, Woodinville, WA

*Feb 2016 – Dec 2018*

**Sales Customer Service Specialist**, CWU Wildcat Shop, Ellensburg, WA

*Dec 2017 – Oct 2018*

**Volunteer Assistant Coach**, Rose Hill Varsity Volleyball

*2015 – 2017*