

# ALLISON MILCHLING

sounds like Al-uh-sin Milk-ling ☀ she/her/hers

**Product Design Leader** | Nurturing relevant, motivating solutions to complex needs

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## EXPERIENCE

**Wingspan** | Lead Product Designer May 2020 – present

Designer #1. Transformed multiple fintech product concepts into a unified, simplified, and feature complete platform that increased revenue, users, and Series A positioning.

**Atrium** | Senior Product Designer Oct 2019 – Mar 2020

Design lead across all teams. Oversaw outsourced projects, mentored junior product designer. Shifted the EPD team culture to a higher quality standard by creating and leading implementation of a design system and creating sturdier testing processes.

**Atrium** | Product Designer Nov 2018 – Oct 2019

Took legal project management product from concept to prototype to GA. Conducted research studies that shaped company-wide strategy. Made product pivot successful with a full information architecture overhaul.

**Captricity** (now Vidado) | UX Designer Jan 2017 – Nov 2018

Sole designer. Mentored junior product managers. Established the design culture and cross-team trust and transparency that increased collaboration, innovation, and quality across engineering, professional services, and C-suite. Aligned UX best practices, ML research, and user pain points to create unity around a long term vision.

Took “Case Review” product from 0-1. Product launch prevented churn of top enterprise client and inspired a shift in the company’s product strategy.

**Freelance** (selected projects below) | UX Designer Dec 2015 – Feb 2017

**Product Lead** | Art of the Trek (trip planner product suite)

Took a concept from 0 to 1, conducting competitor and industry research to solidify a value proposition, define user flows, and convert a bloated product scope to an executable roadmap. Delivered comprehensive annotated prototypes for v1 handoff.

**UX Lead** | PF Loop (social media platform + connected apps)

Took the product from alpha to GA. Used rapid research and testing cycles to iterate relevant solutions. Managed a developer and a marketer for quality E2E implementation.

**UX Strategist and Project Manager** | Weberous Design Agency

Advised SMB clients on user-centric designs focusing on IA, content strategy, and persona definition. Project manager for 7 person design and dev team.

**Freedom** | Product Marketing Consultant Aug 2015 – Oct 2016

First product/non-dev member of 3 person team. Synthesized a strategy from thousands of customer support tickets and additional user research. Defined target audience personas, user pain points, and user-centered roadmap; enabling educated, strategic business decisions. Created inbound marketing strategy, a core user flow, and a product redesign that increased adoption and decreased support tickets.

**Windsor Circle** (now WhatCounts) | Marketing Strategist Jul 2014 – Aug 2015

Designed and implemented email marketing strategies for over 100 SMB retailers.

**Freelance** | Web Designer/Marketing Strategist Dec 2013 – Jul 2014

**Crossroads Community Food Net.** | Program Coordinator May 2011 – Sep 2013

Improved shopper and vendor experience for increased engagement and sales. Cultivated a safe space relevant to all demographics in Maryland’s most diverse community. Led the adaptation of these practices for “Eat Fresh Maryland” offshoot organization. Designed digital and print assets for funding and outreach initiatives.

## SKILLS

Agile/iterative design

Competitive analysis

Contextual inquiries, anthropological research methods

Cross-departmental design culture

Design systems

In-depth interviews

Information architecture

Product strategy

Rapid prototyping

Roadmap prioritization

Storytelling, contextualization

Success metrics definition and tracking

User flows and journey mapping

## TOOLS/LANGUAGES

Adobe CS

Invision

HTML/CSS

Figma

Miro

Sketch

## EDUCATION

**UNIVERSITY OF MARYLAND, COLLEGE PARK**

2008 – 2012

BA in Chinese

Minor in International Development and Conflict Management

## INTERESTS

Gardening

Dismantling white supremacy

Road tripping