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

MICA | Adjunct Faculty, UX Design MPS   May 2022 –present

Wingspan | Lead Product Designer   May 2020 –Nov 2021

Founding designer. Transformed multiple fintech product concepts into a simplified, feature-complete platform that enabled growth for B2B2C pivot and Series A fundraise.

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

Second, then solo designer. 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 Consultant   Aug 2015 — Oct 2015

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

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