

# Allison Milchling

UX Generalist in Oakland, CA

Befriending problems and strategizing feedback-validated solutions to ship delightful products.

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## EXPERIENCE

### User Experience Designer

Freelance (selected projects below)

Dec 2015 - present

Oakland, CA

Full-stack UX generalist for web apps, mobile apps, and business websites.

#### Product Lead, Art of the Trek (Trip Planner Product Suite)

- Defined user flows to convert bloated product scopes into clean designs
- Conducted competitor and industry research to anchor value propositions
- Created annotated prototypes to help guide 3 developers and a UI designer

#### UX Lead, PF Loop (Social Media Platform and Connected Apps)

- Iterated on interaction designs that yielded 1.0 and 2.0 designs 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 - Nov 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.

- Synthesized thousands of customer support cases and conducted interviews to extract usability issues, feature pain points, and growth priorities
- Generated unified buy-in for a more user-centered development pipeline
- Created high fidelity wireframes to propose quick-win solutions and larger projects that drove up adoption rates of 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.

- Collected and prioritized client feedback into regular reports to create company-wide visibility into user pain points and usability issues as the liaison between Client Success and Product departments
- Increased client adoption and internal understanding by completing a total content overhaul and UI redesign of company support site

### Freelance Web Designer and Marketing Strategist

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

Dec 2013 - July 2014

Durham, NC

Designed and built new websites and inbound marketing strategies to increase legitimacy and intuitiveness of user flow to increase conversions.

### Designer and Program Coordinator

Crossroads Community Food Network/Eat Fresh Maryland

May 2011 - Sept 2013

Takoma Park, MD

Designed statewide campaign materials that reached 130,000+ residents and provided ongoing technical and community outreach support to 30+ partners.

- Trained and led a team of 2 staff members, 3 volunteers, and 10 vendors to distribute an annual \$60,000 in incentive dollars
- Managed email and social media marketing campaigns with 10,000+ readers
- Redesigned a physical market experience to create an intuitive and peaceful process for serving a diverse customer base of over 1,500 FNS participants

## SKILLS

Competitor Research  
Heuristic Evaluation  
Interactive Prototyping  
Personas/JTBD  
Product Roadmapping  
Sketching  
User Feedback Analysis  
User Flows  
User Testing  
UX Content Strategy  
Wireframing

## PREFERRED TOOLS

Adobe CS  
Invision  
Sketch  
UserTesting  
Zeplin

## LANGUAGES

HTML/CSS

## INTERESTS

Anime  
Gardening  
Inclusivity  
Paddleboarding  
Road Tripping  
Women in Tech

## EDUCATION

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