ALLISON MILCHLING

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

Product Designer | Specializing in 0 to 1 projects for complex workflows.

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EXPERIENCE

Atrium | Senior Product Designer Oct 2019 — Mar 2020

I established internal buy-in for a design system. Once defined, I led the implementation of the new system across the platform. Through audits, usability testing and design system maintenance, I helped the EPD culture shift to a higher quality standard.

I was the design lead across all scrum teams, overseeing the work of external design agency teammates and mentoring a junior product designer.

Atrium | Product Designer Nov 2018 — Oct 2019

I took our legal project management product from 0-1. I conducted research studies from which I produced foundational artifacts that impacted company-wide product strategy. I evolved an iterative prototype through collaboration with my PM and engineers. I redesigned the IA/navigation of the internal app to establish legal project management as the core of the platform, resulting in a smooth and intuitive GA launch.

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

I took "Case Review" from 0-1 through on-site research, user story mapping, prototyping, interaction design and remote user testing. This product launch prevented the churn of a top 10 life insurer client and inspired a shift in the company's product strategy.

As the sole designer, I mentored the product and design culture across a young PM team, engineering and professional services. I established trust and transparency that increased collaboration and innovation across internal stakeholders. I aligned UX best practices, ML research, and user pain points to create unity around a long term vision.

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

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

I 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. I delivered comprehensive annotated prototypes for the v1.

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

I took them from alpha to GA. I owned E2E user testing to define pain points and validate my designs. I managed a developer and a content writer to ship quality improvements.

UX Strategist and Project Manager | Weberous Design Agency

I advised SMB clients on user-centric designs focusing on IA, content strategy, and persona definition. I oversaw the visual design and front end dev of a 7 person team.

Freedom | Product Marketing Consultant Aug 2015 — Oct 2016

I joined as the first user-focused role for a small team of 3 devs. I owned user research, conducting user interviews and usability testing. I also synthesized insights from thousands of customer support tickets. I defined target audience personas, user pain points, and a user-centered roadmap; enabling more educated strategic business decisions. I created an inbound marketing strategy, defined the central user flow, and designed high fidelity mocks for a low-effort redesign that, once implemented, increased adoption of the core feature set and decreased support tickets.

Windsor Circle (now WhatCounts) | Retention Strategist Jul 2014 — Aug 2015

I 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

DESIGN SKILLS

Agile/iterative design
Information architecture
Interaction design
Personas/JTBD
Product strategy
Rapid prototyping
Roadmap prioritization
User journey mapping
User stories
Wireflows

RESEARCH SKILLS

Contextual inquiry
Competitive analysis
Diary studies
Interviews
Usability testing

TOOLS

Adobe CS
Figma
Invision
Sketch
Zeplin

LANGUAGES

HTML/CSS

EDUCATION

University of Maryland College Park
2008 — 2012
BA in Chinese
Minor in International Development and Conflict Management

INTERESTS

Biking
Gardening
Inclusion + belonging
Road tripping