

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
- Made annotated prototypes to help in guiding 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 versions 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 to establish a user-centered development pipeline
- Created high fidelity wireframes outlining quick-win solutions and larger projects that drove up adoption rates for 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 the internal team's product 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 that increased 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