ALLISON MILCHLING

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

Strategist | Human-centered experience design for relevant, genuine impact

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EXPERIENCE

Wingspan | Lead Product Designer
May 2020 —Nov 2021

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 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

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 initatives.

SKILLS

Anthropological research methods

Competitive analysis

Growth hacking, outreach

Human-centered design

Iterative solutioning, prioritization

Participant journey mapping

Success metrics definition and tracking

Rapid prototyping, testing, feedback cycles

TOOLS

GENERAL SOFTWARE

Project management, collaboration, marketing, accounting

DESIGN

Adobe CS, Invision, Figma, Miro, Sketch

LANGUAGES

HTML/CSS, Spanish (basic)

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