

Allison Sredojevic

Product Designer & Servant Leader

SKILLS

Competitive Analysis
Information Architecture
User Journeys
Wireframes
Lo to Hi Fidelity Designs
Surveys
User Testing
Interaction Design
Product Discovery
Functional Requirements
Interviews
Personas

TOOLS

Adobe Creative Suites
Axure
Figma
HTML/CSS
Invision
Sketch

EDUCATION

University of Colorado
(Graduated Spring 2011)
Bachelor of Arts in
Environmental Design

Digital Media Bootcamp
(May 2012)

PORTFOLIO

asredojevic.github.io

EXPERIENCE

Associate Director of UX, Healthgrades (May 2019 - May 2021)

- Managed a team of designers while individually contributing to multiple development teams and providing CX strategy for B2B products
- Mentored and implemented resources for team members' career growth and development, resulting in multiple promotions
- Developed a flexible scalable design system to provide a seamless experience across six products and multiple frameworks
- Improved hiring practices by creating a team scope matrix and onboarding documentation resulting in an enhanced recruitment process
- Built effective relationships with cross functional leaders to validate approach, identify design direction, and prioritize features for a program level Help Center
- Initiated the research and redesign of user login and console to create a central location for users to access products, account information, help center and chat

Product Design Lead, Healthgrades (Aug 2018 - May 2019)

- Defined design process and strategy by assessing business goals, user needs and technical capability to align team on vision with visual communication and storytelling
- Advanced design operations by implementing processes around design work request, user research and cross functional team alignment
- Led workshops to craft Design Principles to guide team's work and assist in making sound consistent decisions to meet design standards
- Created and implemented personas and journey maps which provided a user-centered perspective to conversations and added value to the product
- Mentored and provided goal setting guidance to designers to encourage them to step out of their comfort zones and take ownership
- Led product ux strategy workshops to establish product vision and roadmap

Senior UX Designer, Arrow Digital (Jul 2017 - Aug 2018)

- Executed senior level strategic projects including driving product initiatives and designing features spanning multiple teams
- Identified user problems and frustrations through testing and analytics to build a backlog of search enhancements and advocate for prioritization with team
- Recruited 30 engineers to participate in regularly occurring user testing

UX Designer, Arrow Digital (Apr 2016 - Jul 2017)

- Collaborated with cross-functional team members from requirements to deliverables for features by creating wireframes, rapid prototyping, mockups, etc
- Validated features and enhancements through research in the form of analytics, competitive analysis, surveys, user interviews and testing
- Facilitated event storming, story mapping and system modeling meetings with product team members and stakeholders

Interactive Designer, HomeFinder.com (Feb 2015 - Feb 2016)

- Created visual brand and assets for national sweepstakes
- Partnered with front-end developers and marketing team to execute product features and lead generation landing pages

Junior Designer, HomeFinder.com (Oct 2013- Feb 2015)

- Assisted Art Director to develop visual brand in both print and digital
- Designed, created, and tested HTML emails for marketing lead gen

Design Intern, Brand Iron (Jul 2012- Jun 2013)