

# Allison Sredojevic

Product Design Leader committed to cultivating strong teams and fostering a user-focused culture of empathy, while delivering outcome-driven solutions.

[asredojevic.github.io](https://asredojevic.github.io) [@allison.sredojevic@gmail.com](mailto:@allison.sredojevic@gmail.com)

## EXPERIENCE

### KATA

[Head of Product Design](#) (Jan 2022 - Present)

- Managed design team and executed product design strategy for the KATA application and website while collaborating on positioning and GTM plans
- Developed and launched KATA Early Access program then managed key customer relationships throughout program with 100% conversion to paid upon completion
- Implemented processes to prioritize sharing customer feedback with the team to create a customer-focused mindset, build empathy and understand the impacts of development decisions on the business
- Drove a comprehensive product discovery process aimed at identifying user pain points and problems, culminating in the development of a user-focused product strategy and roadmap
- Led workshops with stakeholders partners to foster collaboration, drive innovation, and align on strategic design initiatives
- Developed and implemented the visual language and ux strategy aligning with the company's AI initiatives, ensuring cohesive and initiative experiences

### Healthgrades

[Associate Director of UX](#) (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

[Product Design Lead](#) (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 add value to the product

### Arrow Digital

[Senior UX Designer](#) (Jul 2017 - Aug 2018)

- Executed senior level strategic projects including driving R&D product initiatives and designing features spanning multiple teams
- Recruited 30 engineers to participate in regularly occurring user testing and product discovery to identify user problems and build backlog of enhancements

[UX Designer](#) (Apr 2016 - Jul 2017)

- Led design efforts for search, collaborating with cross-functional teams to strategize and enhance all search experiences, overseeing user research, design, testing, and implementation phases.

### HomeFinder.com

[Interactive Designer](#) (Feb 2015 - Feb 2016)

- Designed, developed and launched a variety of cross-media projects including product features, landing pages, emails and style guides for the company

[Junior Designer](#) (Oct 2013- Feb 2015)

- Created visual brand and assets for various projects, including national sweepstakes

### Brand Iron

[Design Intern](#) (Jul 2012- Jun 2013)

- Assisted Art Director with visual and brand assets for over 25 companies

## SKILLS

Competitive Analysis  
Surveys  
Usability Testing  
Personas  
Qualitative Research  
Quantitative Research  
Information Architecture  
User Journeys

Wireframes  
Lo to Hi Fidelity Designs  
UX/UI Design  
Interviews  
Design Thinking  
Prototyping  
Functional Requirements  
Product Discovery

## EDUCATION

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

[Digital Media Bootcamp](#)

(May 2012)