

# 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 Boot-camp**  
(May 2012)

## EXPERIENCE

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

- Responsible for all B2B product's UX strategy while managing a team of designers and contributing to multiple development teams
- Led team through post merger platform unification by developing a design system to provide a seamless user experience across 6 platforms and multiple front-end frame works
- Created resources for growth and development including accomplishment tracking templates and design framework to build and empower team
- Conducted workshops to craft Design Principles to guide team's work & assist in making sound consistent design decisions
- Collaborated with Product Strategist to research and design a Help Center for all B2B Products using Salesforce Experience Cloud

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

- Defined the user experience strategy & design operations for HG CRM
- Created and implemented product design processes around design work request and distribution of user test findings
- Interviewed over 40 users to create personas for the CRM app
- Performed competitor analysis to share with VPs to evaluate future product and experience strategy

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

- Maintained UX Designer responsibilities while executing senior level strategic projects including driving product initiatives and designing features spanning multiple teams
- Recruited 30 in-house engineers to participate in regularly occurring user testing sessions
- Defined user experience strategy, research, personas, and designs for the R&D team as lead designer

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

- Validated features and enhancements through research in the form of user testing, competitive analysis, user interviews and surveys
- Facilitated event storming, story mapping and system modeling meetings with product team members and stakeholders
- Collaborated with agile team members from story requirements to development deliverables for features by creating wireframes, prototypes, low fidelity and high fidelity mockup

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

- Created visual brand and assets for various custom projects, including national sweepstakes
- Partners with front-end developers and marketing team to execute web features and lead generation landing pages

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

- Assisted and collaborated with Art Director to develop visual brand in both print and digital
- Designed, created, and tested HTML emails using design and development best practice

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

## PORTFOLIO

[asredojevic.github.io](https://asredojevic.github.io)