



Allison Sredojevic
ux/ui designer

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Online Portfolio: asredojevic.github.io

EXPERIENCE **Senior UX Designer, Arrow Digital** (Jul 2017- Present)

- Participated in team hiring process by evaluating team needs and interviewing potential design hires
- Mentored design team members by providing strategies for creating and validating personal and professional development goals
- Recruited 30 in-house engineers to participate in regularly occurring user testing sessions
- Lead designer for research and development team projects, responsible for defining user experience strategy, research, personas, and designs
- Performed routine user experience design tasks on numerous teams

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

- Assisted in creating style guides, pattern libraries, design team workflows and onboarding documentation
- Validated features and enhancement through research in the forms 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 teams 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 sketches and user experience wireframes to present to stakeholders
- Consulted with front-end developers to execute website features and landing pages
- Maintained interface balance between aesthetics and multi-device performance

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

- Created the visual brand and assets for various custom projects, including sweepstakes
- Assisted and collaborated with Art Director to develop the visual brand in both print and digital pieces
- Designed, created, and tested HTML emails using design and development best practice

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

- Managed the design and layout of a 30 page quarterly newsletter
- Produced 75+ daily activity and event flyers for the Denver Athletic Club
- Designed all advertising material for Denver non profit 'Love Back' event

EDUCATION **University of Colorado at Boulder** (Graduated Spring 2011)
Bachelor of Arts in Environmental Design, Architecture Emphasis
Digital Media Boot-camp, Program Certificate May 2012

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| SKILLS | Competitive Analysis | Surveys | Adobe Creative Suites |
| | Information Architecture | User Testing | HTML/CSS |
| | Wireframing | User Interviews | Invision |
| | Prototyping | UX/UI Design | Sketch |
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