

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 frameworks
- 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 and 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 stakeholders 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 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://github.com/asredojevic)