Christina Allan

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EXPERIENCE

Senior Product Designer @ Block Renovation
Boston, MA (Remote) • March 2022 – June 2023

Led visual design and user experience for two decentralized product teams focused on empowering homeowners to make self-service design and materials decisions. Worked closely with Block's architectural design and construction teams, as well as product management and UX research to translate manual workflows into digital solutions in order to increase contribution margin and reduce time spent by homeowners in pre-construction.

Senior Product Designer @ Drift
Boston, MA • July 2021 – February 2022

Owned design for three decentralized product teams focused on building tools for B2B sellers. Worked closely with product management to develop multi-quarter concepts to drive user retention and expansion. Partnered with UX research to facilitate design sprints and conduct studies with customers and external sellers.

ALSO AT DRIFT

- Product Designer
  June 2019 – July 2021
- Product Design Co-op
  January 2018 – June 2019

Conference Director @ Scout Studio
Boston, MA • March 2018 – May 2019

Led conference design, planning, and strategy for Scout's second annual student-led design conference. Raised $40k from sponsors such as Northeastern University, Upstatement, and Superhi. The conference included eight keynotes from the likes of Tandem NYC and Nick Sung of Netflix, an AR gallery exhibit, and drew 300 student and professional attendees.

ALSO AT SCOUT STUDIO

- Design Director
  July – December 2017
- Project Lead
  September 2015 – December 2016

Interaction Design Co-op @ Ronik Design
Brooklyn, NY • January – July 2017

Worked with a team of creative directors and designers to wireframe and design responsive websites as well as assorted print materials and illustrations. Focused on user research, UI/UX, visual design, illustration, and animation.

EDUCATION

Northeastern University
Boston, MA • BFA in Interaction Design, May 2019

Summa cum laude
College of Arts, Media, and Design Co-op Award
Meserve Award for Creative Excellence