allie goodson
UX/UI DESIGNER

https://allie.goodson.dev
allie@goodson.dev
510-493-6531

Professional Experience

UX/UI Designer / Decision Frontier

FEB 2024 - PRESENT | REMOTE, CA

Collaborate closely with the founder, managing branding, illustrations, and UX/UI design. Produced branding assets, including logos and color palettes, to establish a strong visual identity that fosters a cohesive brand narrative.

Graphic Designer / Posterity Ciderworks

DEC 2023 - PRESENT | REMOTE, CA

Craft high-quality custom graphics, logos, and typography for a new line of ciders, ensuring consistent branding across products and merchandise.

UX/UI Designer / BOSS Startup Science

JUL 2022 - MARCH 2023 | REMOTE, CA

Designed and implemented a comprehensive design system for product interfaces and visual assets to ensure consistency across products and graphics, fostering a cohesive brand identity and user experience. Developed user-centric UX designs & features tailored for effective educational communication & connection including: chat systems, company profiles, and onboarding experiences.

Skills

Design

User Experience ✦ User Interface ✦ Illustration ✦ User flows ✦ Low to high fidelity mock-ups in Figma & Illustrator ✦ Interaction ✦ Design systems, style guides, & brand identity ✦ Concepting & Wireframing

Collaboration

Facilitation & integration of design critique ✦ Detail oriented ✦ Time conscious ✦ Communicative ✦ Flexible

Research

Task analysis ✦ Persona hypothesis ✦ Diary study

Education

Google UX Design Cert.

JUN 2021 - NOV 2021

San Jose State University

BFA in Digital Media

DEC 2014 | SAN JOSE, CA

Designed in Figma