

# Allison Brown

Product Designer · UI/UX Designer

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## Experience

### Postmedia Network — UX Designer (Full Time)

Feb 2021 – present

Promoted from Jr. UX Designer

- Collaborate with cross-functional teams to define project goals, user requirements, and design objectives, resulting in exceptional digital experiences with seamless alignment throughout the design process.
- Implemented effective improvements to the subscription experience, driving a notable 10% increase in new subscribers through conversion rates on the subscription page.
- Contributed to the successful migration of over 500,000 print users in Alberta to the ePaper experience; a digital replica of the newspaper.
- Facilitate workshops to enhance the team's proficiency in Figma, empowering colleagues to leverage its features for creating responsive and adaptable designs

### Designlab — UX Mentor (Part Time)

Jul 2022 – present

- Foster collaborative learning and empower students at Designlab, an online education platform for UX/UI and product design, to excel in their chosen disciplines.
- Provide one-on-one mentorship to junior UX designers, offering guidance on best practices, industry tools, and design trends.
- Conduct regular design reviews, providing constructive feedback to mentees to enhance their design thinking and problem-solving abilities.

## Contract Work

### Torinit Technologies — UX/UI Designer (Contract)

Aug 2020 – Dec 2020

- Successfully managed multiple design projects, adhering to strict deadlines and delivering high-quality designs aligned with business goals.
- Conducted user interviews and gathered feedback to inform design decisions and validate concepts.

### Freelance — UX/UI Designer (Contract)

Jun 2020 – Jul 2020

- Collaborated with Engineers, Commercial Developers, and Real Estate Agents to establish a captivating visual branding strategy, social media platform, and website for the Memorial Market Place in Belleville, ON.
- Designed a user-friendly website resulting in a significant increase in web traffic and site sessions, contributing to enhanced online visibility and engagement.

### University of Waterloo — Undergraduate Teaching Assistant (Contract)

Jan 2019 – Apr 2019

- Assisted in teaching and grading assignments of approximately 90 students in the theory, principles, and practice of digital media design as they apply to various communication contexts.

## Internship

### DOZR — UX/UI Designer (Internship)

May 2019 – Aug 2019

- Collaborated with the CEO to redesign the company's website homepage, enhancing the overall user experience and visual appeal, resulting in a significant improvement in user engagement and conversion rates

### Torinit Technologies — UX/UI Designer (Internship)

May 2018 – Aug 2018

- Created various digital assets and compelling slide decks to support effective communication and visual storytelling.

## Skills & Tools

Figma

JIRA

Confluence

Wireframes

Responsive Designs

Accessibility Designs

User Experience Design

User Interface Design

Prototyping

Accessibility Design

CRM Software Design

Material UI

User-Centric Products

Figma AI

Cross Functional Teams