

Allison Nance

Product Designer

Portfolio: AllisonNance.com

Anniston, AL 256.689.6601 allison@availta.com

Summary

Product Designer with experience creating high-visibility websites and enterprise SaaS applications.

As a UX designer, my passion lies in crafting experiences that not only enhance users' everyday lives but also bring joy and delight. I believe in the power of design to make a meaningful difference and am committed to creating products that are empowering and accessible. From ideation to launch, I take a holistic approach to the design process, ensuring that every aspect of the product is user-centered and driven by business objectives.

Skills

Project leadership, design strategy, workshop facilitation, product vision, stakeholder collaboration, user-centered design, UX research, cross-functional collaboration, information architecture, design systems, accessibility, usability testing, analytics, competitive research

Experience

Agileana

Lead UX Designer

Aug 2023 - March 2024

Brambleton, VA - Remote

- **Standardized UX process:** Initiated the development of a standardized design process to streamline UX work within the organization
- **High-visibility projects:** Led design for high-visibility projects such as the **National Archives Museum and US Courts**
- **Led workshops and presentation meetings:** Organized and facilitated workshops and presentations with stakeholders to gather insights, define requirements, and build consensus
- **Owned end-to-end design:** Took ownership of the end-to-end design process, starting with initial research to understand user needs and pain points and ending with a final design
- **Content and Design Strategy:** Reviewed research to prioritize essential information, designing layouts that improved content discoverability and user focus
- **Testing Strategy:** Developed and executed a user testing plan to validate the effectiveness of the information architecture and key components
- **Created Scalable Design System:** Designed a flexible design system for 300+ court websites, balancing customization with strict accessibility controls

Eptura

Senior Product Designer - Contract

Sept 2022 - Mar 2023

Atlanta, GA - Remote

- **End-to-end Product Design:** Design for mobile and web products (enterprise SaaS) including wireframes, high-fidelity mockups, user flows, and prototypes
- **High Confidence Usability:** Created highly usable designs that when tested were given **"high confidence" scores** by the research team
- **Cross-Functional Collaboration:** Collaborated and communicated frequently with engineering, product management, research, and content teams
- **Design System:** Contributed to and leveraged design system

Availta

Owner, Product Designer, Web Designer and Developer

Nov 2021 - Present

Anniston, AL

- **User & Competitive Insights:** Conducted user and competitive research to guide design with data-driven insights.
- **Client Discovery:** Led discovery sessions to clarify goals, define user needs, and create strategic project plans with client input.
- **UX Design:** Designed UX/UI for websites and SaaS products, developing wireframes and mockups to align with user and client needs.

Randall Reilly

Director of Digital Strategy - Product Design

Jan 2018 - Nov 2021

Tuscaloosa, AL - Hybrid

- **User Research:** Conducted and analyzed quantitative and qualitative research
- **Information Architecture:** Designed information architecture for websites and products
- **End-to-end Design:** Developed high-quality visual design across all phases of product development including discovery, sketches, wireframes, and prototypes
- **Cross-Functional Collaboration:** Collaborated with product managers and engineers through the entire design process
- **Strategic Product Vision:** Contributed to product strategy, decision-making, and future vision for products
- **SEO Traffic Boost Strategy:** Created SEO optimization plan for corporate website that **increased organic traffic by 200-400% YOY**
- **Cost-Saving Research:** Completed research that **saved the company \$30,000-\$40,000 monthly** on CRM integration project
- **Automated Lead Routing:** Automated lead routing which saved the Marketing and Business Development teams hours each day and **made lead and revenue tracking more accurate**
- **Record-Breaking Campaign UX:** Helped strategize and create the UX for the **most successful** corporate marketing campaign to date (2018)

Randall Reilly

Digital Art Director

Jan 2016 - Dec 2017

Tuscaloosa, AL - Hybrid

- **UX Design and Web Development:** UX/UI design and front-end web development for several websites
- **Data Analysis:** Created analytics reports and conducted data analysis

Early Experience: The Gig Bureau / Vital Signs / Freelance

Graphic Designer, Web Designer and Developer / May 2013 - Dec 2015

- Graphic design including projects like social graphics, emails flyers, window graphics, business cards, invitations, logos, signs, banners, tshirts, vehicle wraps.
- Web design including HTML/CSS development, WordPress websites, email development

Education

University of Alabama at Birmingham

Bachelor of Arts with a Concentration in Graphic Design / 2011