

# Allison Nance

## Product Designer

Portfolio: Availta.com

Anniston, AL  
256.689.6601  
allison@availta.com

## Summary

Having held product design positions officially for the last 4+ years, I have been using these same skills for the previous 10+ years as a web designer and developer. My problem-solving ability has always made me a valuable team member and has led my career to where it is today.

## Experience

### Eptura

Senior Product Designer - Contract

Sept 2022 - Mar 2023

Atlanta, GA - Remote

- End-to-end product design for mobile and web products (SaaS) including wireframes, high-fidelity mockups, user flows, and prototypes
- Created highly usable designs that when tested had an average **90% completion rate** by users and were given **"high confidence" scores** by the research team
- Collaborated and communicated frequently with engineering, product management, research, and content teams
- Contributed to and leveraged design system

### Availta

Owner, Product Designer, Web Designer and Developer

Nov 2021 - Present

Anniston, AL

- Performed user and competitive research
- Led discovery sessions with clients
- Created UX/UI designs for a mobile native application and web app
- Designed and developed several websites

### Randall Reilly

Director of Digital Strategy - Product Design

Jan 2018 - Nov 2021

Tuscaloosa, AL - Hybrid

- Conducted and analyzed quantitative and qualitative research
- Designed information architecture for websites and products
- Developed high-quality visual design across all phases of product development including discovery, sketches, wireframes, and prototypes
- Presented designs and user research to stakeholders
- Collaborated with product managers and engineers through the entire design process
- Contributed to product strategy, decision-making, and future vision for products
- Mapped complex user flows
- Created SEO optimization plan for corporate website that **increased organic traffic by 200-400% YOY**
- Completed research that **saved the company \$30,000-\$40,000 monthly** on CRM integration project
- Automated lead routing which saved the Marketing and Business Development teams hours each day and **made lead and revenue tracking more accurate**
- 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/UI design and front-end web development for several websites
- Created analytics reports and conducted data analysis
- Led digital projects like landing pages, emails, and ads through all phases of the design process

### **Freelance**

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

- Designed logos, invitations, websites, banners, flyers, window graphics, business cards, social graphics, and more

Vital Signs / Graphic Designer / Jul 2012 - May 2013 / Jacksonville, NC

- Designed various types of signs, banners, business cards, postcards, logos, and vehicle wraps. Also helped customers, sent out invoices, answered phones, and ran vinyl-cutting machines

The Gig Bureau / Graphic Designer, Web Designer and Developer / Dec 2011 - Jul 2012 / Wilmington, NC

- Worked on WordPress and HTML websites, restaurant interior graphic design, designed email blasts, branding, t-shirts, and other projects

## **Education**

**University of Alabama at Birmingham**  
Bachelor of Arts with a Concentration in Graphic Design  
2011

### **Skills:**

Information Architecture  
Mockups  
Prototyping  
Research  
User Flows  
Site Maps  
Data Analysis  
HTML/CSS  
Some Javascript  
Some PHP  
WordPress  
Figma  
Adobe XD  
Adobe Creative Suite  
HotJar  
Google Analytics  
Excel  
Google Suite