

# Allison Nance

## UX/Product Designer

Portfolio: Availta.com

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## Summary

### UX/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.

## Experience

### Agileana

Lead UX Designer

Aug 2023 - March 2024

Brambleton, VA - Remote

- Led discovery, workshops, research, user testing, information architecture, and design for **high-visibility websites such as The National Archives Museum and USCourts.gov**. (both launching soon)
- Established design system for US Courts
- Ensured design deliverables were accessible and met WCAG requirements
- Collaborated with developers, stakeholders, and project managers ensuring a seamless delivery in a fast-paced environment

### Eptura

Senior Product Designer - Contract

Sept 2022 - Mar 2023

Atlanta, GA - Remote

- End-to-end product design for mobile and web products (enterprise SaaS) including wireframes, high-fidelity mockups, user flows, and prototypes
- **Created highly usable designs** that when tested 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