

ALISON SERVIS

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RELEVANT EXPERIENCE

LocBox: Product Designer // July 2014 - Present

Design product user experience flows, create UI visuals and interaction, write UI copy, work with engineering team to implement designs and test product to specifications.

UX Contractor // Apr. 2014 - Present

Kryptnostic: Redesigned marketing website structure and assets to simply explain value proposition and the product's underlying technology.

Alation: Illustrated and animated product explanation video to introduce product highlights for new users at pilot companies.

ProxToMe: Designed dashboard UI/UX for a pilot program with retail chain to show product metrics and success

Clicktree: CPO & Founder // Jan. 2014 - June 2014

Designed and implemented landing page, customer dashboard UI/UX, and designed API product. Conducted user interviews and user testing.

ideaHatcher: UX Designer // Jan. 2013 - Jan. 2014

Planned and executed exploratory, generative, and evaluative research. Synthesized data to find design insights. Wireframed interactions and designed website visuals.

Groupon, Inc: UX Research Intern // Jun. 2013 - October 2013

Conducted user interviews and usability testing. Assisted in developing mental model, personas, and research presentations. Managed product development cycle project at Groupon with interns.

CMU: Communication Design Assistant // Aug. 2011 - May 2013

Re-designed informational materials for accepted graduate students. Assisted with content gathering for new website by photographing and filming design school events, classes, and activities. Wrote website content and social media promotions.

Human Computer Interaction Institute, CMU: Design Research Assistant // Jun. - Aug. 2012

Conducted competitive analysis and evaluated educational game design features and game development tools.

EDUCATION

Carnegie Mellon University:

MDes. Communication Planning & Information Design // Graduated 2013

University of Mary Washington:

B.A. in English & German
Graduated 2009 // Summa Cum Laude

SKILLS & TOOLS:

The Ways:

- Conceptual modeling
- Experience Mapping
- Low/Mid-Fi Prototyping
- Mental Models
- Personas
- Scenario Development
- Service Blueprints
- Storyboarding
- User Research
- Value Flow Diagrams
- Wireframing

The Means:

- Adobe Creative Suite
- GoodNotes & paper53
- Keynote
- Omnigraffle
- Pen, Paper, & Whiteboard
- UX Pin