Allison Winter

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in @allisoncwinter

SUMMARY

Data-driven Product Designer with a mechanical engineering background, bringing 4+ years of experience in creating user-centric solutions that align with business objectives.

PROFESSIONAL EXPERIENCE

Product Designer • ReviewTrackers

Nov 2022 to present

Led end-to-end design initiatives, resulting in an **11%** increase in user engagement in product area. Designed, researched, and iteratively refined a survey tool, culminating in a **110%** surge in response rates. Partnered with my Product Manager to conduct **25+** user interviews, directly shaping the product roadmap. Enhanced continuity between the Figma design system and Storybook, reducing cycle time between designers and developers.

CX Designer • RallyUp

Feb 2022 – Oct 2022

Served as the lead designer in a mobile app redesign, delivering **100+** annotated mockups. Redesigned marketing emails and automations, achieving a **60%** boost in open rates and a **167%** surge in click-through rate. Created key result and bug dashboards in FullStory, empowering the team to monitor KPIs and minimize errors.

UX Designer • Freelance

Jun 2021 – Feb 2022

Spearheaded the redesign of Camelback Family Planning's website from concept to launch, developing it in Webflow and delivering a comprehensive brand kit and design system. Conducted and analyzed user research to drive design refinements and inform key decisions.

Design Engineer • Honeywell Aerospace

Jul 2019 – May 2021

Designed aerospace components, balancing project goals, manufacturing constraints, and functional requirements. Led the design and deployment of a 23-page internal website focused on educating teams about Additive Manufacturing.

AWARDS & ACTIVITIES

Most Game Changing Idea	ReviewTrackers Hackathon, Feb 2023
Most Intuitive Design	ReviewTrackers Hackathon, Feb 2023
UX Design Mentor	Product Hive, Apr 2023 – present
Template Creator	Notion Creator Community, May 2023 – present

SKILLS & SOFTWARE

UX/UI & Prototyping

Figma
Sketch
XD

Visual Design

InDesign
Illustrator
Photoshop
Acrobat

Front-End Dev

HTML
CSS
Javascript
SQL
Webflow

Project Management

Confluence
Asana
Notion
Trello
Slack
G Suite
Microsoft 365

Research

Usability Testing
User Interviews
Product Analytics
FullStory
Holistics

EDUCATION

Boston University

Mechanical Engineering, B.S.

Magna Cum Laude

May 2019

Nielsen Norman Group

NNg UX Certificate

Interaction Design Speciality

Oct 2023

Coursera, Google

Google UX Design Certificate

Dec 2021

U.S. Dept. of Homeland Security

DHS Trusted Tester Certificate

Dec 2021