

EMILY ALLAMON

Lead User Experience Designer

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EXPERIENCE

Design Lead

Conn's HomePlus

📅 03/2023 📍 Remote

- Rebuilt the homepage hero and achieved a 96% higher click through rate compared to control
- Led the design of 5 major project initiatives, focusing on customer needs and business objectives.
- Created a collaborative environment, encouraging open communication and idea exchange within the cross-functional teams.
- Guided team members, tailoring support to their unique strengths and growth areas.
- Acted as a design representative promoting cross-functional collaboration and design education sessions.
- Led with a hands-on approach by actively participating in design tasks while managing the team's overall workflow.
- Led weekly design reviews and design showcases to leadership to maintain a high standard of quality and transparency within the team.

Head Of Operations

Advanced Mankind North America

📅 02/2020 - 03/2023 📍 Remote

- As the Head of Operations at a digital agency, I spearheaded and oversaw daily operations, steering the organization to achieve a significant milestone of surpassing one million dollars in net profits.
- Developed and implemented streamlined processes to enhance operational efficiency and project delivery timelines.
- Fostered a collaborative work environment, promoting cross-functional communication and teamwork.
- Played a key role in resource allocation, optimizing staffing levels to meet project demands
- Implemented performance metrics and KPIs to track and improve operational effectiveness
- Cultivated client relationships through effective communication and project management, ensuring client satisfaction
- Worked closely with the leadership team to align operations with the overall strategic goals of the agency

Head of Design

Advanced Manind North America

📅 06/2019 - 02/2020 📍 Remote

- Achieved a record website traffic increase of 30% by leading the redesign and development of Archer Malmö's new website.
- Established efficient workflows and collaboration strategies during the website overhaul to enhance overall productivity.
- Launched a SaaS product for AnyClub, where they were able to secure there first client in FC Dallas.
- The AnyClub initiative significantly improved communication and coordination within the sports community, marking a notable achievement in my professional journey.

SUMMARY

I am a Design Lead who drives collaboration between teams by fostering a shared vision with my product partners to optimize user experiences and generate new revenue streams. I accomplish this through an iterative testing process to create alignment with business goals, ensuring creative solutions contribute to sustained growth.

SKILLS

Design Thinking

User research

Wireframing

Prototyping

Design System

Visual Design

Usability Testing

Mobile App Design

Accessibility

Responsive Design

Sketch

Figma

Communication

Management

Team building

Project Management

Team Leadership

Analytics and Metrics

STRENGTHS



Data-Driven Decision Making

As much as possible, my design decisions are made through data and user research.



Detail-Oriented

I have a meticulous attention to detail in all aspects of UX design.



Innovative Problem Solver

I love working through complex problems and finding a favorable outcome.

PASSIONS



Travel, Motorcycle, Reading, & My Family

EDUCATION

Bachelor of Art- Graphic Design

Pensacola Christians Collage

📅 09/2010 - 05/2014 📍 Florida

EXPERIENCE

UX/UI Designer

Advanced Mankind North America

📅 01/2018 - 06/2019 📍 Remote

- Enhanced user efficiency for Beachbody's bike onboarding process, resulting in a 63% increase in user onboarding satisfaction.
- Played a crucial role in a design refresh project for Beachbody's e-commerce platform, enhancing the overall user experience
- Specialized in Design System creation during my tenure at Motorola Solutions, honing expertise in this critical aspect of design
- Focused on refining skills to deliver user-focused solutions, with these experiences serving as instrumental in shaping my overall design expertise
- Designed the mobile application for Chedraui MX where we processed over 33% of all there e-commerce sales.
- Chedraui MX, often considered Mexico's equivalent of Walmart, served as a significant project highlighting my ability to create user-friendly and visually appealing digital solutions

Freelance Graphic Designer

Freelance Graphic Designer

📅 05/2014 - 08/2017 📍 Remote

- I designed the New Hampshire DMV logo and its being used today.
- Built a website for a car mechanic and achieved a 56% increase in form submissions.
- Built a website and marketing plan that has 38% more unique visitors to a financial firm.

CERTIFICATION

Introduction to UI Design

University of Minnesota, July 2018

User Research and Design

University of Minnesota, Aug 2018

Prototyping and Design

University of Minnesota, Sept. 2018

Evaluating User Interfaces

University of Minnesota, Oct. 2018

User Interface Design Specifications

University of Minnesota, Jan 2019

UI Design Capstone

University of Minnesota, Jan 2019

Lean UX and Agile

Nielsen Norman Group, Aug 2019

Omnichannel Journeys and Customer Experience

Nielsen Norman Group, Aug 2019