

Allie George

User Experience Designer

Summary

I am a UX/UI Designer on a mission to create intuitive designs from concept to implementation, by combining my intuitive and analytical approach with a collaborative team.

Experience

UX/UI Designer – New Verticals

Chewy | Boston, MA

September 2019 – Present

- Top secret :)

UX/UI Designer – Design System

State Street | Boston, MA

Jun 2018 – September 2019

- Define and refine the interactive experience to support product development and the evolution of the State Street Design System by creating new components and patterns.
- Lead, coach, and collaborate with the design team to conduct research, create personas, user flows, wireframes, site maps, and visual designs.
- Examples of recent projects:
 - Lead designer for the redesign of the entire Design System website
 - Lead designer for the creation of Long Form experience across 2k applications
 - Created and maintain the UI Kit to be used across the company
 - Partnered in creating a new grid for product teams to abide by
 - Design each component to be both responsive and meet accessibility standards

UX Designer In-Training

GeneralAssembly | Boston, MA

Dec 2017 – Feb 2018

Full-time, intensive 10-week program comprised of 500+ in-class hours and four projects alongside top design professionals. Designed three conceptual projects and one app redesign using agile methodologies.

eCommerce Manager

Life Is Good | Boston, MA

Aug 2016 – Dec 2017

Developed actionable insights from analytics, optimized campaigns, synthesized and presented results to stakeholders, and partnered with internal teams which contributed to +5.7% YOY website conversion.

Analyst

Wayfair | Boston, MA

Mar 2014 – Aug 2016

Started in merchandising, building and scheduling daily onsite promotions. Built up knowledge to become subject matter expert in merchandising strategy and internal merchandising processes. Managed a team of eight in Berlin, Germany while instituting new processes and improving communication with stakeholders.

Skills

User Research and Testing
Competitive Analysis
Persona Development
Storyboards
Site Mapping
User Flows
Wire Framing
Prototyping
Visual Design
Data Analysis
Information Architecture

Software

Sketch
Axure
InVision
Marvel Pop
Google Analytics
JIRA
Tableau
SQL
Optimizely

Education

Roanoke College
Salem, VA
August 2009 – May 2013
Bachelor of Arts, Sociology

For Fun

Traveling
Tennis
Hiking
Baking