

ALLISON AULT

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SKILLS & ABILITIES

Interaction Design | User Research | User Interviews | User Testing | Contextual Inquiry
Card Sorting | Affinity Mapping | Surveys | Workshop Facilitation | Journey Maps
User Flows | Sitemaps | Wireframes | Mockups | Prototypes | Sketch | InVision
FullStory | HTML, CSS & Javascript Foundations | Agile | Lean | Strategy

PROFESSIONAL EXPERIENCE

MOTIF CONSULTING OWNER & OPERATOR

JULY 2014 – CURRENT

Freelance marketing consulting and web design for small businesses

- Designs and creates websites for clients on Wordpress CMS
- Writes and manages tactical marketing plans
- Designs online graphics for social media and digital products, including ads, headers, and ebooks
- Managed project budgets, deadlines, and freelance talent, including graphic designers and copy writers
- Leads research efforts with users to inform site architecture, features, and marketing messaging

UX PRODUCT DESIGNER & RESEARCHER VANGST

APRIL 2018 – AUGUST 2019

Staffing and recruiting

- Designed PWA from concept to launch and collaborated with cross-functional team as the sole UX Designer
- Shifted product development process from engineering-driven to user-centric
- Conducted generative user research including workshops, user interviews, observation, and surveys
- Gathered technical and business requirements to determine MVP happy path
- Crafted insights-informed user stories to guide empathetic design process, user flows and sitemaps
- Tested design concepts with users through wireframes and rapid prototyping
- Wrote test plans and implemented low-fidelity experiments to test behavior change and desirability
- Implemented FullStory to evaluate user experience at scale through screen recordings

ASSOCIATED SKIN CARE PROFESSIONALS MEMBERSHIP COORDINATOR

SEPTEMBER 2012 – JULY 2015

Largest association for skin care professionals in the nation

- Consulted independently owned and operated spas on website development and online marketing strategy
- Created actionable marketing plans leveraging multiple online communication channels
- Wrote targeted and compelling website copy for on-page and off-page site optimization
- Developed SEO tools and video tutorials delivered to an audience of over 60,000

CORONA INSIGHTS MARKETING COORDINATOR

JULY 2007 - JUNE 2010

Market research and organizational strategy consulting agency

- Assisted Marketing Manager in planning, development and execution of firm-wide marketing plan
- Coordinated corporate rebrand and launch, and increased staff engagement through internal brand trainings
- Conducted intercept surveys and managed focus group logistics and recruiting

EDUCATION

GENERAL ASSEMBLY, DENVER, CO

UX DESIGN IMMERSIVE & FRONT-END DEVELOPMENT

DRURY UNIVERSITY, SPRINGFIELD, MO

BACHELOR OF ARTS, MARKETING

Phi Theta Kappa Honors Society

CERTIFICATES

GOOGLE SPRINT DESIGN WORKSHOP, JAKE KNAPP
ADVANCED GOOGLE ANALYTICS CERTIFIED, GOOGLE