

# ALISON PARK DOUGLAS

## USER EXPERIENCE DESIGNER

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## SUMMARY

I am a Senior UX Designer with over 15 years of relevant experience in content creation and project management of creative teams. I'm enthusiastic about understanding user needs, distilling product complexities down to their essences, and creating IA frameworks that are logical and efficient. I sold my e-commerce business in 2014, graduated from a UX Design accelerator bootcamp in 2015, and immediately started working as a UX Designer.

## SPECIALTIES

Interaction Design, Information Architecture, Usability Testing, Project Management, Adobe Creative Suite, Sketch, InVision, Zeplin, Balsamiq, and rapid prototyping.

## EDUCATION

### Harvard University

B.A. Fine Arts / Art History with Honors, magna cum laude

### General Assembly

UX Design Immersive

## EXPERIENCE

### Senior User Experience Designer

2016 - Present

**SMART Technologies** - Seattle, WA

- SMART Technologies is an industry-leading producer of Interactive Flat Panel displays (SMART Boards). I design educational software for SMART boards as well as stand-alone mobile apps.
- Lead UX designer for 4 key SMART projects, involving collaboration across several teams:
  1. A ground-up redesign of LAB, a core tool used by educators to design interactive lessons (shipped Dec 2016)
  2. A new software licensing and account management system used by resellers and school district administrators (shipped Jan 2018)
  3. InkScan, a mobile "scanner" app for business, academic or personal use. This app converts documents to digital ink that can be rearranged, marked up, and shared (shipped Feb 2018)
  4. Workspace, a digital platform for student collaboration which handles identity and access management across multiple products in our software portfolio. This is a critical software initiative for SMART's 2018 roadmap (Beta version shipped June 2018)

### User Experience Designer (Contract)

2016

**Starbucks / Mentor Creative Group** - Seattle, WA

- Worked on a major UX re-design of the Starbucks intranet, the Partner Hub.
- I led the Information Architecture, Usability Testing, and User Research for our team.
- My role included initiating User Research with Starbucks employees, conducting weekly Usability Testing in an Agile environment, analyzing and sharing test results with stakeholders, streamlining the site's Taxonomy, and improving the Information Architecture framework.

### User Experience Designer

2015

**General Assembly** - Seattle, WA

- Full-time, intensive, bootcamp accelerator program, 60+ hours/week.
- Drove the UX Design through multi-stage processes for 5 web and mobile projects, including user interviews, personas, competitive analysis, user flows, task analysis, storyboarding, interaction design, wireframing, rapid prototyping, UI design, usability testing, and visual design.
- Collaborated with teammates and developers on projects; gave demos and presentations of all projects to stakeholders.

**Producer + Creative Project Manager (Freelance)**

1999 - 2015

**Agent Alison** - Seattle, WA

- Responsible for ad campaign production workflow, and sourcing creative content for advertising and corporate clients – including T-Mobile, Publicis, The History Channel, Ernst & Young, The Assembly Agency (London), Fidelity, Stratus, Furniture.com, Artisoft, and UMass Hospital.
- Project management of commercial photo shoots from start to finish: maintaining a network of creative talent, assembling and managing creative teams, meeting budgets, talent casting, negotiating licensing and usage rights, and delivering effective creative content.

**E-Commerce Fashion Entrepreneur + Content Manager**

1998 - 2014

**Velvet Garden** - Seattle, WA

- I created an online marketplace offering new and previously-owned clothing from a variety of independent fashion designers and individual vendors to buyers worldwide.
- Published new content weekly for over 15 years: wrote and edited content, built graphics, managed creative assets, and retouched all the catalog photos.
- Responsible for the entire administrative operations of the company: product purchasing, content management, photo shoot production, design of the marketing materials and website, asset management, social media, and publishing.
- Successfully sold the business in 2014.

**Creative Consultant**

1999 - 2001

**Port Authority Artist Consulting** - Boston, MA

- Provided artists with Portfolio Review consultations centered on the visual integrity, style, editing and sequencing of their portfolios.
- Consulted with artists on the importance of branding, how to improve the visual elements of their portfolios, and market their work successfully to their chosen audience.

**VOLUNTEER**

**Director of Photography + Lead Photo Editor**

2010 - Present

**SEAF** - Seattle, WA

- Leadership role in a local non-profit organization which hosts a vibrant, yearly art festival that attracts crowds of 10,000 attendees
- Skilled at managing teams of 10+ photographers to cover the art festival, as well as related fundraising events throughout the year.

**AWARDS**

**President's Club Award, SMART Technologies, 2017**

**SMART Educators Summit Hackathon, Winner "Greatest Impact on Customer Need", 2016**

**Facebook Women Student Hackathon, 2nd Place, "Best Technical Implementation", 2015**

**Humanity Photo Awards, Organized by UNESCO & CFPA, Performance Award, 2015**