

## summary

### Experience

- Fifteen years creating wireframes, workflows, mockups, prototypes, and visual designs leveraging user centered design principles.
- Thirteen years collaborating with software engineers and product owners in an Agile software development environment.
- Thirteen years evangelizing user experience from within and leveraging UX tools to improve product management and software development processes.
- Five years creating interactive designs, developing HTML and CSS code while maintaining customer-driven websites.

### Skills

- Deadline driven, extremely detail oriented, highly organized, creative, and resourceful.
- Able to work autonomously or collaboratively as a member of a cross-functional, multidisciplinary team.
- Outstanding triaging, decision making, and problem solving skills.
- Effective project management, workload balancing, and team leadership skills.
- Excellent written and verbal communication skills.

## capabilities

### User-Centered Analysis & Design

Workflows, Wireframes, Interactive Prototypes  
Mockups, Visual Designs, Storyboards  
Usability Testing, A/B Testing, Analysis of Website Analytics  
User Research Interviews and Surveys, Persona Creation  
Information Architecture, Sitemaps, Process Flows

### Applications & Tools

Figma, Axure, Sketch, InVision, Photoshop, Illustrator, Acrobat Pro  
Unmoderated testing tools, Remote testing tools, Survey tools  
Miro, FigJam, MS Office Suite, Google App Suite

### Methodologies & Development

Agile Methodology, Lean Startup Methodology, Jira, Rally  
Atomic Design, Design System Creation and Management  
HTML, CSS, Javascript

## highlights

**First to implement UX practices** at an established B2B SaaS company practicing Agile as well as Lean Startup methodologies. Created a shared understanding of UX with software engineers and product owners by integrating with Scrum teams and producing provisional personas, work flows, wireframes, visual mockups, and interactive prototypes within existing sprint cadence. Demonstrated the value of user centered design by conducting surveys, usability tests, and A/B tests to convince colleagues at all levels of the organization of the value of UX. Worked with recruiters and hiring manager to craft job descriptions, develop interview protocol, conduct interviews, and successfully build a UX team of 5 within 18 months.

**Led a global team of designers** to streamline our Design System creation process. Designed and implemented processes to create consistency across components, led training with the team to ensure a shared understanding of tactics and goals, and crafted Jira stories to ensure transparency of project status. Successfully created a common design standard for components and a highly-organized and easy-to-navigate Figma Design System file.

**Partnered with product manager** during ideation phase of a new B2B SaaS product to produce wireframes followed by mockups based on several rounds of user interviews. Collaborated with software engineers to create an interactive prototype with realistic data in order to conduct usability tests. Worked with business development to recruit participants, wrote test script, and conducted usability tests at an industry conference. Analyzed results and made recommendations to begin beta development of product with an expanded team.

**Acted as user advocate** during requirements gathering sessions with business partners, developers, and stakeholders to help guide decisions toward user-centric solutions. Translated business requirements into wireframes, visual mockups, and user workflows as a member of an Agile interdisciplinary team to form the organizational foundation of B2B ecommerce platform that generated over \$6 million per day in sales.

**Conducted customer interviews** along with product manager to create shared understanding of user goals for existing B2B SaaS product. Melded understanding of user, business, and technology goals to redesign the product resulting in a 15 point increase in our Net Promoter Score (NPS) and nearly doubled product usage among existing customers.

**Taught user centered design principles to developers** through demonstration and practice while embedded on the team, simultaneously expanding their skill set and increasing UX awareness in the development community. They were ultimately able to make thoughtful UX decisions without direct guidance, speeding development and improving the user experience of the product.

# alison hopkins

product design professional

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## employment

- Staff User Experience Designer, Platform Lead** ..... Oct 2019 - Present  
Senior User Experience Designer  
Conga, Broomfield, CO
- Senior User Experience Designer** ..... Oct 2017 - Oct 2019  
Oracle Hospitality, Remote
- Principal Product Designer** ..... Nov 2016 - Jul 2017  
Commerce Kitchen, Denver, CO
- User Experience Design Engineer** ..... Oct 2013 - Jul 2016  
ReadyTalk, Denver, CO
- Senior User Experience Designer** ..... May 2013 - Oct 2013  
Home Advisor, Inc, Golden, CO
- User Experience Design Engineer** ..... Aug 2010 - May 2013  
Return Path, Inc, Broomfield, CO
- Lead Interactive Designer** ..... Jul 2006 - Aug 2010  
User Experience Web Designer  
eBusiness Content Developer  
Staples, Inc / Corporate Express, Inc, Broomfield, CO
- Volunteer Work**
- Website & Marketing Director** ..... Feb 2022 - Present  
RMC BMW CCA, Denver, CO

## education

- IAAP Certified Professional in Accessibility Core Competencies (CPACC)** 2023  
International Association of Accessibility Professionals (IAAP)
- Certified Usability Analyst (CUA)** 2008  
Human Factors International
- Bachelor of Science in Technical Communications** 2010  
Metropolitan State University in Denver, CO
  - Concentration in Interactive Media Production
  - Digital Media Minor, concentration in Interactive Media Production
  - Award Outstanding Multimedia Student of the Year

## continuing education

- IAAP CPACC Certification Preparation Course** by Deque University Apr 2023
- The Ultimate Figma Masterclass** by Michael Wong Feb 2023
- Creating and Maintaining Design Systems** by Brad Frost Jun 2021
- Convey UX 2020** by Blink Interactive Mar 2020
- UX Immersions: Interactions** by User Interface Engineering May 2017
  - Workshop - Designing for Animation and Motion
  - Workshop - Prototyping to Drive Design Collaboration
- Lean UX Workshop** by Jeff Gothelf Mar 2016
- UX + PM Virtual Conference** by User Interface Engineering Feb 2016
- Digital Customer Experience Strategies Summit** Sep 2015
- A Day Apart: Mobile Design Now** by Luke Wroblewski Nov 2014
- An Event Apart** by An Event Apart Nov 2014
- Customer Experience Journey Mapping Workshop** by Oracle Mar 2014
- UX STRAT Masterclass** by Paul Bryan Mar 2014
- Agile for Teams** by Agile for All Aug 2013
- IA Summit 2012** by Information Architecture Summit Mar 2012
  - Workshop - Designing with Agile: Fast and Effective UX Methods That Work
  - Workshop - Better Process by Design
- Presenting Data and Information** by Edward Tufte Jun 2011
- IA Summit 2011** by Information Architecture Summit Apr 2011
  - Workshop - Nailing it Down: Detailing Design to Preserve the UX Vision
- Certified Usability Analyst Track** by Human Factors International Jan 2008
  - User Centered Analysis & Conceptual Design
  - The Science and Art of Effective Web and Application Design
  - Practical Usability Testing
  - Putting Research Into Practice