

User-centered UX & UI designer with a foundation in cognitive science and education, adept at transforming complex challenges into intuitive, accessible digital solutions. Proven ability to lead and collaborate within cross-functional teams, conduct comprehensive user research, and deliver impactful designs aligned with organizational goals.

[alison-waller.com](#) ↗

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[Linkedin](#) ↗

Experience

UX/UI Design & Marketing

Freelance
Aug 2022 – Present
Remote

- Lead end-to-end design processes for diverse clients, including education, renewable energy, and wellness sectors.
- Collaborate with cross-functional teams to ensure designs meet user needs and business objectives.
- Design accessible and responsive websites and applications, enhancing user engagement.
- Conduct user research, wireframing, prototyping, and usability testing to inform design decisions.
- Notable Clients include:
 - enshift AG (Switzerland)
 - Coffee and Chill (USA)
 - ConsultingCOCO (Spain)

Education Specialist

Oakland Unity High School
June 2019 - June 2022
Oakland, California

- Designed and implemented Individualized Learning Plans (ILPs) tailored to diverse student needs.
- Collaborated with educators, parents, and administrators to support student success.
- Utilized data-driven approaches to inform teaching strategies and interventions.
- Enhanced accessibility and inclusivity in educational content and delivery.

Skills

Design

- Wireframing
- User Interface Design
- Prototyping
- Accessibility
- Information Architecture
- Responsive Web Design
- User Flows
- UX Writing
- UX Consulting

Research

- User Research
- Competitive Analysis
- Usability Testing
- Empathy Mapping
- Affinity Diagramming
- Card Sorting
- User Personas, stories & journey mapping

Communication & Collaboration

- Collaboration
- Communication
- Time Management
- Design Thinking
- Adaptability
- Team Management

Tools & Languages

- Figma
- Adobe XD
- Notion
- Trello
- Google Suite
- Spanish (Conversational)

Education

Google

UX Design Professional Certificate

Loyola Marymount University

Master of Arts in Urban Education
Concentration: Policy & Administration

University of California, Berkeley

Bachelor of Arts in Cognitive Science
Certificate: Design Innovation