

allie goodson

PRODUCT DESIGNER

End-to-end product designer covering product, brand, and design systems.
Currently the sole designer at an early-stage energy company.

PROFESSIONAL EXPERIENCE

Product Experience Designer

Jun 2026 – Present

Maiven Energy · Remote

Sole designer for a home energy platform: a homeowner savings app, a Trade Pro Portal contractors use to run assessments and retrofits, and an admin portal for utilities. Designed the full onboarding flow, from address confirmation and OCR bill capture to a tiered plan picker, plus the contractor assessment tool and scope-of-work builder. Own the brand identity and the Sherbet design system, and rebuilt the marketing site in Webflow.

UX/UI Designer

Nov 2025 – Jan 2026

Olér Health **CONTRACT** · Remote

Simplified complex data visualizations and assessment dashboards, cutting clinician review time on admissions intake. Prototyped an AI screening tool that handles blurry faxes, handwriting, and multi-page hospital records.

UX/UI Designer

Jun 2024 – Aug 2025

GlassHive · Remote

Go-to designer for a CRM/PRM where tech companies and partners create, send, and track sales content. Rebuilt the calendar into a scheduling hub, led design on a partner integration’s purchase flow, designed vendor storefronts, moved the team from Adobe XD to Figma, and hardened the component library.

Brand Designer

Feb 2024 – May 2024

Decision Frontier **CONTRACT** · Remote

Partnered directly with the founder to architect the brand identity and foundational design language. Produced logos, color palettes, and brand assets that established a cohesive visual identity.

UX/UI Designer

Jul 2022 – Mar 2023

BOSS Startup Science · Remote

Spearheaded a design system for product interfaces and visual assets, then designed educational features including chat, company profiles, and onboarding.

CONTACT

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California

SKILLS

Design

User Experience User Interface

Usability Testing

Accessibility (WCAG)

Information Architecture

User Flows Interaction Design

Design Systems Style Guides

Brand Identity Illustration

Motion Design Wireframing

Lo-Fi to Hi-Fi Prototyping

Responsive Design

Tools

Figma Figma MCP Claude

Illustrator Webflow

HTML & CSS v0

AI Prototyping Linear Jira

Collaboration

Design Critique

Cross-functional Teams

Design Handoff

Research

Task Analysis Personas

Diary Studies

EDUCATION

Google UX Design Certificate

Jun 2021 – Nov 2021

BFA, Digital Media

San Jose State University

San Jose, CA