allie goodson UX/UI DESIGNER

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Professional Experience

UX/UI Designer / Decision Frontier

FEB 2024 - PRESENT | REMOTE, CA

Collaborate closely with the founder, managing branding, illustrations, and UX/UI design. Produced branding assets, including logos and color palettes, to establish a strong visual identity that fosters a cohesive brand narrative.

Graphic Designer / Posterity Ciderworks

DEC 2023 - PRESENT | REMOTE, CA

Craft high-quality custom graphics, logos, and typography for a new line of ciders, ensuring consistent branding across products and merchandise.

UX/UI Designer / BOSS Startup Science

JUL 2022 - MARCH 2023 | REMOTE, CA

Designed and implemented a comprehensive design system for product interfaces and visual assets to ensure consistency across products and graphics, fostering a cohesive brand identity and user experience. Developed user-centric UX designs & features tailored for effective educational communication & connection including: chat systems, company profiles, and onboarding experiences.

Skills

Design

User Experience * User Interface * Illustration * User flows * Low to high fidelity mock-ups in Figma & Illustrator * Interaction * Design systems, style guides, & brand identity * Concepting & Wireframing

Collaboration

Facilitation & integration of design critique * Detail oriented * Time conscious * Communicative * Flexible

Research

Task analysis → Persona hypothesis → Diary study

Education

Google UX Design Cert.

JUN 2021 - NOV 2021

San Jose State University BFA in Digital Media

DEC 2014 | SAN JOSE, CA