

Alison Howes

www.alison-designs.com

Product designer with 3 years of dedicated UX/UI experience, backed by 8 years of design practice across marketing, brand, and graphic design. My toolkit includes AI-native design workflows, built largely through self-directed learning.

RELEVANT WORK EXPERIENCE

Freedom Mobile

May 2023 - Present

UX/UI Designer

- Owned end-to-end redesign of the promo engine feature — defined the problem scope, mapped two separate journeys, and drove the solution to launch
- Integrated Windsurf into design reviews and development handoffs, using AI-assisted prototyping
- Building and extending the product design system in Figma — creating new components, documenting patterns, and maintaining consistency

Square (part of Block Inc.)

September 2021 - March 2023

Web Production Designer

- Designed and developed marketing pages in Contentful for major brand campaigns including Commerce and Forward, working in close collaboration with the Brand Team
- Upskilled the Global Social Team in Figma through structured video tutorials and office hours, reducing design handoff bottlenecks

Dessa

Graphic Designer

April 2019 - September 2021

- Led a full rebrand from enterprise machine learning consultancy to “secret AI lab” developing brand guidelines and asset libraries from the ground up
- Self-directed study in UX best practices to lead the design and launch of the company's public-facing website
- Launched and grew the company's Instagram presence to 800+ followers within the first year

EDUCATION

September 2012 - April 2015

Advanced Diploma - Graphic Design, Durham College