

Alison Howes

Designer, Illustrator and Storyteller

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www.alison-designs.com/

OVERVIEW

As a multi-faceted designer, I've honed my skills in crafting visually captivating and seamless digital experiences. I'm excited to bring my creative approach to your team, driving innovation through human-centered design solutions.

- Close to **a decade of industry experience** across a wide variety of sectors, including **SaaS, Machine Learning** and **Telecommunications**
- Proficient in creating **responsive designs** in **Figma**
- Experience conducting **user research** and **competitive analysis** using **Google Analytics, Hotjar** and **Lyssna**
- Knowledge of various **generative AI programs**, including **LLMs** and **image generation**
- Work **cross-functionally** with **marketing** and **development teams**

RELEVANT WORK EXPERIENCE

Freedom Mobile

UX/UI Designer

May 2023 - Present

- Introduced user research to our design workflow and conducted testing with Lyssna
- Collaborated with internal development team to optimize Contentful backend
- Migrated wireframing platform from Photoshop to Figma on first day

Square

Web Production Designer

September 2021 - March 2023

- Revamped Square's "Press" page, launching across seven locales.
- Designed and developed pages in Contentful in collaboration with the Brand Team, including the Commerce and Forward campaigns.
- Mentored the Global Social Team in Figma using video tutorials and office hours.

Dessa

Graphic Designer

April 2019 - September 2021

- Rebranded Dessa from an enterprise machine learning consulting firm to Cash App's secret AI lab, developing new brand guides to redefine our visual identity.
- Studied UX best practices to lead development of the company website
- Launched company Instagram page, which gained over 800 followers in its first year.

For additional work experience, please visit my [LinkedIn profile](#).

I GRADUATED FROM

Durham College

Advanced Diploma - Graphic Design

2012 - 2015

I'M A MEMBER OF

Interactive Design Foundation

RGD (Affiliate)

Monday Girl