

Summary

An experienced and certified UX designer. Has the drive and curiosity to improve the user experience through the right selection of tools for the job. A strong visual designer too, with a passion for connecting user goals with business goals and translating these needs into beautiful interfaces. Bundles of warmth and high emotional intelligence. Recent work and portfolio: uxstories.design | brandmeadow.com

Experience

Brand Meadow - Founder & Product Designer (UX-UI)

July 2014 - present

Founded and lead on the UX-UI design, strategic and creative direction of the award winning design and content software, Meadow.

- ✔ Client portfolio included large international corporates such as Barclays Bank, start-ups and charities
- ✔ Connected business and user goals, through usability studies e.g. user testing, interviews and surveys
- ✔ Synthesised data and research to drive forward clear business recommendations
- ✔ Lead on the overall structure & navigational flow sketching; screen states & interactions
- ✔ Delivered strong prototypes; low, medium and high fidelity (using sketching, Figma or Adobe XD)
- ✔ Worked with components and pattern libraries
- ✔ Strong UI design experience, designing the overall software including the dashboard and analytics pages
- ✔ Delivered projects using both agile and waterfall methodologies
- ✔ Awarded most user-friendly design & content software 2020 and 2021, by the Business Excellence Awards
- ✔ Lead on the creative direction of the overall brand, including delivery of all assets
- ✔ Designed client products, including websites, templates and coding using CSS
- ✔ Developed strong partnerships across the business and secured angel investment funding
- ✔ Hired and managed a start-up team of 5, demonstrating warmth, kindness and a desire to mentor

Media Meadow - Freelance Designer (UX-UI-Branding)

July 2014 - present

Working with various agencies and clients

- ✔ Designed and delivered UX workshops, e.g. usability sessions, card sorting and other tools
- ✔ Designed and presented user flows, prototypes and wireframes for ethical clients
- ✔ Delivered the visual design of websites, logos and branded templates

Rainbow Trust Children's Charity - Design and Digital Manager

October 2007 - June 2014

Brand, design and digital lead for a national charity

- ✔ Managed the charity re-brand and digital transformation strategy
- ✔ Increased social engagement by 100% year on year
- ✔ Developed the UX and UI for the new website launched in 2014 and still well respected today
- ✔ Managed the design and digital team, empowering a sense of ownership and decision-making

Thomson Learning - Production Editor

October 2006 - September 2007

Produced world-class education titles online and for print

- ✔ Lead on the project management of 5 titles from design to launch
- ✔ Built companion website resources and the department's intranet site

United Nations World Summit Events - Communications Executive

October 2003 - September 2006, Switzerland

Developed global relations in international and sustainable development

- ✔ Worked within a small team mandated by the Swiss government to organise 3 parallel events
- ✔ Developed and fostered partnerships with NGOs, ministers and experts from around the world
- ✔ Produced content for all marketing channels in English
- ✔ Presented the platform's objectives in-person at high-level international Summit meetings
- ✔ Participated in multi-lingual meetings, speaking German and understanding French

Other work

Travel & Marketing Executive - Switzerland Travel Centre
April 2001 - September 2003

English as a Foreign Language Teacher - LSSE & private teaching
April 1998 - March 2001

Snowboard Instructor - Hunter Mountain, Japan
November 1997 - March 1998

Outdoor Activities Instructor & server - Whistler Mountain, Canada
October 1996 - September 1997

Licenses, certificates & awards



Professional Diploma in UX
Accredited by Glasgow University
[View accreditation here](#)



Business Excellence Awards
Most user friendly design & content software 2020 & 2021



BTEC Web & multi-media design
Greater Brighton Metropolitan College



Certificate in HTML & CSS
Greater Brighton Metropolitan College

Other training & education

Oxford College of Marketing - 2011
CAM (CIM) Diploma in Digital Marketing Essentials

International House - 1997
Cambridge Certificate of English Language Teaching to Adults (CELTA)

DeMontfort University - 1993 to 1996
Joint BA Hons, English Literature and Politics (2:1)

Brookfield Community School & St Helena's High School - 1989 to 1993
3 A-Levels in English, French & Politics
9 GCSE's including Maths and English

Software & languages

Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, Premiere Rush, Acrobat, Figma.
Garage band for podcast making, WordPress designer, CSS and HTML basics, own software Meadow.
Conversational Swiss German and German.

Spare time

Trail running: Marathon PB 4 hours 10 mins, walking my adorable Springer Doodle, skiing & snowboarding, the great outdoors and wildlife, yoga with Adrienne, cycling, designing Bauhaus graphics, entrepreneurship and invention, languages (conversational Swiss German and Japanese), foraging, craft beers, attending meet-ups.



"Allie is a brilliantly creative and knowledgeable digital producer. I've loved working with her, on many web projects. She brings a warmth and enthusiasm to everything she does, as well as a sharp focus on finding the right balance between user and organisational needs. Her work on Brand Meadow is so impressive, and shows her flair for invention as well as her determination. Clients appreciate her clear, thoughtful advice and communication, as do her colleagues. If you get the chance to work with Allie you'll be in good hands!"
Charlie Peverett, Communications and content strategist at Neo, Founder of Birdsong Academy



"Allie is a breath of fresh air both personally and creatively. She approaches projects with enthusiasm and flair and always looks for a solution to a digital question! She is a great project manager and very easy to work with. She has done a fantastic job with creating an online brand management tool for Rainbow Trust which has proved an incredible resource for staff and supporters. I would have no hesitation in recommending Allie and Brand Meadow."
Kate Phelps, Head of Digital Fundraising at SightSavers International