



## ✈ Work experience

2021 -  
2023

### Head of Product & Senior UX Designer

*banjorobinson.com | Children's education start-up*

*Recently consulting due to restricted funds at Banjo Robinson*

- Leading an iterative and user-centred design approach across teams, conducting and feeding in contextual insights from user interviews and tests.
- Collaborated across a multi-talented product team to develop iterations, prototypes, and ongoing research data to assess user needs and product-market fit.
- Creative delivery of full stack UX-UI lifecycle, including user flows, wireframes, prototypes and the concept design of a mobile app and educational learning hub.

2014 -  
2021

### Co-Founder, Lead UX-UI Designer

*brandmeadow.com | Product design software and agency*

- Designed a B2B design and content software platform from scratch to generation 3, working within a Scrum-style framework. Won investment and delivered to new clients including Barclays and Oxfam.
- Built the strategic vision, brand, road map, and product team. Hired and managed a start-up team of 5, demonstrating warmth, kindness, and a desire to mentor.
- Designed and tested a new freemium prototype for growth in new start-up markets. UX-UI design of websites, apps and other tools to expand agency portfolio.

2007 -  
2014

### Design and Digital Manager

*rainbowtrust.org.uk | National children's charity*

- Spearheaded the charity's transformation strategy, increased digital engagement through a brand and digital tool overhaul.
- Collaborated across national teams to re-define the information architecture, user journeys, and UI design of the website, supporting a 20% rise in revenue.
- Managed the design and digital team and budget. Presented business cases to senior management to improve the day-to-day design practices of the charity, resulting in a 50% saving of design time.

## ★ Skills

User research



Workshops



User interviews



Usability testing



Personas & stories



User journeys, IA



Web design



UI & Adaptive design



Mobile design



Prototyping



Design systems



Accessibility



Analysis/metrics



Agile/Scrum



## Allie Walters

Senior UX-UI Designer

### 🏠 Portfolio

[uxstories.design](https://uxstories.design)

### 📞 Phone

077941 65287 | 01273 660928

### ✉ Email/LinkedIn

@alliewalters

[allie@uxstories.design](mailto:allie@uxstories.design)

### 🏠 Address

Keeper's Cottage, Barcombe Place,  
Lewes, BN8 5DL

## Summary

An experienced and innovation-savvy UX-UI designer. Adopts a human-centered and AI approach to rapidly ideate, sketch, prototype, test, and scale adaptive digital innovations.

Successfully launched innovations from scratch including SaaS and educational products.

Bundles of warmth, high emotional intelligence, and genuine excitement to create forward-thinking designs using a modern growth stack.

Currently working as a UX-UI Consultant for a range of agencies and businesses, whilst looking for the right permanent role.

Recent UX -UI work, approach and portfolio: [uxstories.design](https://uxstories.design)

### SOFTWARE

AI (working with tools)



Figma



Adobe XD



HTML, CSS, JavaScript



Webflow



Wordpress



After Effects



Illustrator/Photoshop



Miro/Trello/Kanban



## ✈ Work experience

- 2006 - 2007 **Production Editor**  
*Thomson Learning (now Cengage Learning)*
- Led on the project management of 5 titles from design to launch, collaborating with publishers, authors, designers and type-setters.
  - Built companion website resources and the department's intranet site.
- 2003 - 2006 **Communications Executive**  
*United Nations World Summit Events and the Swiss Government*
- Rolled out the communications for 3 pioneering World Summit events in the fields of ICT and sustainable development.
  - Resulted in over 500+ new partnerships between developing and developed nations, empowering pioneering technologies such as early Tsunami warning.
- 2001 - 2003 **Marketing Executive**  
*Switzerland Travel Centre*
- Face-to-face collaboration with clients planning holidays and adventures to Switzerland. Writing and designing adverts for marketing materials.
- 1998 - 2001 **EFL Teacher in London and Switzerland**  
*Leicester Square School of English & private teaching*
- Teaching English as a Foreign Language to students of all abilities, from elementary to proficiency levels. Supported individual students and classes to prepare for certification in C2 proficiency.
- 1996 - 1998 **EFL Teacher & Snowboard Instructor**  
*Whistler Mountain, Canada & Hunter Mountain Ski School, Japan*

## ★ Professional Certificates & Education

- 2023 **Webflow 101** *Webflow*
- 2023 **Figma Masterclass** *Designership (Mizko)*
- 2020 **Professional Diploma in UX**  
*UX Design Institute, Accredited by Glasgow University*
- 2019 **NatWest Entrepreneur Accelerator Programme**  
*Brighton*
- 2008 **Certificate in HTML & CSS**  
*Greater Brighton Metropolitan College*
- 2006 **BTEC Web & Multi-Media Design**  
*Greater Brighton Metropolitan College*
- 1997 **Cambridge Certificate of Teaching English (CELTA)**  
*International House, Newcastle*
- 1993 - 1996 **Joint BA Hons, English Literature and Politics**  
*DeMontfort University*
- 1989 - 1993 **3 A-levels (incl. English & Maths), 9 GCSEs**  
*Brookfield & St Helena's Girls School, Chesterfield*



## Allie Walters

Senior UX/UI Designer

### ★ Testimonials

"Allie is one of my favourite colleagues and top three hires of all time. She's fast, intelligent, friendly, goes the extra mile, gets on with the team, brings the team together - and super talented. Her understanding of, and interest in the wider business, far exceeds the remit of UX/UI, and as a result she has become an absolutely indispensable member of the senior management team."

- Kate Boyle, Founder of Banjo Robinson & direct line manager

"Allie is one of the most creative and talented people I've ever worked with. I cannot recommend her skills enough..."

- Ben Fielder, Investor in Brand Meadow, Client, CEO of Wenham Carter

### 🏆 Award

#### Business Excellence Awards

Meadow was voted the most user-friendly design & content software in 2020 & 2021.

#### FUN STUFF

- Trail running, sport ● ● ● ● ●
- Animals & nature ● ● ● ● ●
- Learning new AI tools, e.g MidJourney, Relume, Loom ● ● ● ● ●
- Switzerland, mountains, ski-ing, speaking Swiss German ● ● ● ● ●
- Micro-adventures ● ● ● ● ●
- Disco dancing & trying craft ales ● ● ● ● ●
- Art & design ● ● ● ● ●