

# Allie Walters

Brighton area

uxstories.design  
allie@uxstories.design  
@alliewalters  
(+44) 07794165287

**Senior product designer | UX-UI expertise | Specialise in tech innovation from scratch and beyond | Driven | Built design functions | 15+ years experience**

## UX-UI Consultancy roles, UX Stories

Nov 2023 - present

UX Stories is my UX-UI consultancy service. I am currently an Associate Product Designer at Clearleft, and have various other projects with a range of clients.



### Associate Product Designer (UX-UI), Clearleft For The University of Manchester

- Collaborated with a multi-functional team at the University of Manchester
- Designed the user interface of the homepage and [Strategy 2035 website](#)
- Incorporated user testing feedback and achieved WCAG AAA accessibility



### Senior Product Designer (UX-UI), Wenham Carter Group

- UX-UI design for the [Wenham Carter group website](#), launched in September 2025
- Facilitated ideation sessions with brand partners and in-house teams
- Excellent feedback from user-testing rounds, helping to elevate sales pitches



### UX Designer, Cambridge University Press & Assessment

- Spearheaded the UX design strategy for a Mobile Assessment App
- Conducted in-depth interviews and video survey to gather user insights
- Delivered 8 rapid prototypes tested with 15 users in Mexico and Manila
- Designed digital badging and test scores for social sharing



### Associate Product Designer (UX-UI), Clearleft For Inventory Planner, Sage

- Designed a new [Inventory Planner product](#) and components to reach an SME market
- Data-driven approach, using customer insights for product market fit
- Modernised the user interface, significantly improving usability and aesthetics



### Associate Product Designer (UX-UI), Clearleft For ACG

- UX-UI design for the new global website, enhancing product visibility
- Facilitated cross-cultural workshops addressing international market needs



### Senior UX Designer (UX-UI), Banjo Robinson

Jun 2021 - Oct 2023

- Delivered 30 user interviews, analysing customer insights for product market fit
- Boosted sales by 20% with a new younger learners product
- Designed and tested a Banjo travels prototype to increase family engagement



### Founder & Senior Product Designer, Brand Meadow

May 2014 - May 2021

- Pioneered the UX/UI design of an award-winning B2B design and content software from scratch, attaining new clients including Barclays and Oxfam
- Built the strategic vision, brand and road map to include wider portfolio of UX/UI service offerings to increase turnover by 50%
- Hired and managed a start-up team of 6, demonstrating warmth, kindness and mentorship
- Designed and tested a freemium model to test viability and feasibility



## About

"Allie is a top hire. 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 Banjo Robinson



## Skills

- Facilitating workshops
- Competitor analysis
- In-depth interviews
- Video surveys
- Screeners
- Surveys
- Analysis
- Usability testing
- Affinity mapping
- Service blueprint
- User flows
- Interactions
- Wireframes
- Low to high fidelity prototypes
- Fluid websites
- Component/system design
- Application design
- Scrum framework
- Branding & art direction



## Software

- Figma
- Miro
- Adobe creative Suite
- Webflow
- Wordpress
- Confluence
- Dovetail
- Jira/Asana/Trello



## Awards

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

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**Delivers experiences aligned to user and business needs | Bundles of warmth |  
Forward thinking product designer | Interested in Tech for Good and Edtech**

## **Design & Digital Manager** Rainbow Trust Children's Charity

2007 - 2014

- Drove the digital transformation strategy, increasing digital engagement by 100% through a social, brand & design tools overhaul
- Collaborated across national teams to re-define the information architecture, user journeys, and UI design of website, supporting a 30% rise in revenue
- Managed the design/digital team and budget, improved the day-to-day design practices, reduced design costs by 50%

## **Production Editor** Cengage Learning

2006 - 2007

- Led on the project management of 5 titles from design to launch
- Cross functional collaboration with publishers, editors, authors, designers and typesetters
- Built companion website resources and the department's intranet site

## **Writer, Editor, Networker** Swiss government & UN

2003 - 2006

- Delivered the publications for 3 pioneering World Summit events in the fields of ICT and sustainable development
- Attended United Nations events to network with Ministers, CEOs and civil society
- Resulted in over 1000+ new international partnerships

## **English teacher & sport instructor roles** Various ELT/sports instructor roles whilst travelling

- English as a foreign language teacher, all levels from elementary to proficiency
- Snowboard instructor for beginner to intermediates in Japan
- English as a foreign language teacher and sports activity instructor to groups of Japanese children in Whistler, Canada

## **About**

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

**Ben Fielder, CEO Wenham Carter**

## **Training**

### **Webflow**

Webflow 101, 2024

### **Designership**

Figma masterclass, 2023

### **UX Design Institute & Glasgow University**

Diploma in UX, 2020

### **Natwest accelerator**

Entrepreneurs programme, 2019

### **HTML & CSS**

Brighton Metropolitan College, 2008

### **BTEC Web & multimedia design**

Brighton Metropolitan College, 2006

### **Cambridge Certificate of Teaching English (CELTA)**

International House, 1997

## **Education**

### **DeMontfort University**

Joint BA Hons, English Literature and Politics

### **Brookfield & St Helena's Girls School, Chesterfield**

3 A-levels, 9 GCSEs, including English and Maths

## Side projects & interests



**Unstuck Academy**  
Bite-size innovation learning



**Sporties**  
Multi sports pass concept



### **Sports**

Skiing, paddling, trail running



### **Mountains**

Matterhorn, Mont Blanc. Eiger, Fuji



### **Languages**

Speak Swiss German

Grüezi

### **Innovation**

Design, tech, product, education

