

Allison
Schroeder

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Experience

Lemonade Creative – Lead Product Designer

MAR 2021 TO PRESENT

Conceptualized responsive design solutions to improve metrics for clients. Streamlined design process to reduce turnaround time, shift focus to usability, and prioritize communication to developers. Presented wireframes and prototypes to clients.

Handoff Technologies – Product Designer

NOV 2020 TO JUNE 2021

Led design for a suite of mobile and web applications both customer-facing and B2B. Created and implemented visual identity of the brand throughout products.

Independent – Freelance Designer

JULY 2014 TO JUNE 2021

Designed and developed fully responsive websites. Created web and mobile applications from ideation to launch. Executed research, ideation, rapid low to high-fidelity prototyping, and usability testing to inform decision making and new iterations.

Education

Rutgers University, New Brunswick

MAY 2016

B.A. Religion, History

Skills

End-to-end Product Design
Wireframing
UX/UI Design
Visual Design
User Research & Testing
Interaction Design

Application Mapping
Task Flows
Prototyping
A/B Testing
Figma
HTML/CSS