



# Alison Berent-Spillson, PhD

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[www.berentspillson.com](http://www.berentspillson.com)

## TECHNICAL SKILLS

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- UX design & product strategy
- Design research & strategy
- Information architecture
- Wireframes & Interactive prototypes
- Adobe CS, Sketch, Invision
- Cognitive science
- Quantitative & qualitative analysis
- Statistical software (SPSS, SPM, SAS)
- HTML5, CSS3, JavaScript
- Linux, unix shell-scripting, Git/GitHub

## PROFESSIONAL EXPERIENCE

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### **UX & Cognitive Strategist**, *Unveil.Social* (May 2018 - Present)

- UX designer, strategist, & content owner at a blockchain-based social network start-up
- Collaborate with marketing and development teams to define UX and content strategy from the ground up
- Serve as content team lead and cognitive science subject matter expert

### **UX Researcher & Strategist**, *Democracy Lab* (April-May, 2018)

- Worked in team of 2 UX researchers to develop & lead research strategy and testing to improve design and usability of a platform to connect tech professionals with civic tech volunteer opportunities
- Uncovered assumptions about user goals that lead to recommendation & redesign of platform IA & navigation

### **UX & Interaction Designer & Researcher**, *Slingshot App* (Oct 2017 - Present)

- Researcher and UX/UI designer for International Professional Foosball Tour training and score tracking apps
- Lead UX strategy, interaction design, and branding, following Material Design & iOS style guidelines
- Defined app architecture & information architecture using site mapping, wireframes, & interactive prototypes
- Performed exploratory & user research including behavioral interviews, ethnographies, & usability testing

Android: <https://play.google.com/store/apps/details?id=com.slingshot.stats>

iOS: <https://itunes.apple.com/us/app/slingshot-foosball/id1438429567?ls=1&mt=8>

### **University of Michigan**, *Psychiatry Research Assistant Professor* (2014-2018), *Research Investigator* (2011-14)

Developed & directed cognitive & emotion neural networks research program

#### Data Design & Analysis

- Performed exploratory research to identify problem space & impacted populations
- Performed structured interviews & facilitated behavioral testing sessions
- Synthesized qualitative & quantitative behavioral and biometric data from over 800 study participants
- Communicated research findings through intuitive data graphics & copy for research articles & presentations

#### Research & Management Accomplishments

- 16 published research articles, reviewer for 7 research journals & 4 funding panels
- Defined project scope, budget, & timeline, developed project proposals for \$1MM+ funded project grants
- Managed team of seven research staff

## EDUCATION

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**PhD in Neuroscience**, University of Michigan, Ann Arbor

**BS in Biological & Cognitive Psychology**, University of Michigan, Ann Arbor

**Design Lab**, UX Academy full-stack UX design program