



Alison Berent-Spillson, PhD

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TECHNICAL SKILLS

- Design research
- Product design & 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

PROFESSIONAL EXPERIENCE

UX Researcher, *Nextgen Healthcare* (Dec 2018 - Present)

- Design researcher & product strategist for enterprise-scale electronic medical records company
- Design & conduct research for product strategy and regulated usability requirements
- Research & implement UX team strategy and improved collaboration between research, design, & product teams

UX & Cognitive Strategist, *Unveil.Social* (May 2018 – Dec 2018)

- 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

Product Designer & Researcher, *Slingshot App* (Oct 2017 - Present)

- Researcher and UX/UI designer for International Professional Football 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>

Research Professor, *University of Michigan (Psychiatry Department)* (2011-2018)

- Developed and directed research program in cognitive & emotion neural networks
- Exploratory research to identify problem space & impacted populations
- Designed, performed, & analyzed structured interviews & behavioral testing sessions
- Synthesized qualitative & quantitative imaging, behavioral, & biometric data from 800+ participants
- Authored 16 peer-reviewed research articles & successfully raised & managed \$1MM+ research funding
- Managed team of 7 research staff

EDUCATION

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