

Alison Light

UX/UI Designer

Hello! I'm a Zürich based UX/UI designer with a background in Graphic Design. I'm a highly resourceful and adaptable person who will always figure out a way to bring my creative vision to life. I'm organized and business-minded, however, I believe my most winning trait is my smile :)

Education

UX Academy

DesignLab
2018 - 2019

Graphic Design

Concordia University
2013 - 2014

Linguistics, B.A.

Concordia University
2006 - 2011

Tools

Sketch
Figma
InVision
Balsamiq
Abstract
Photoshop
Illustrator
InDesign

Skills

User Interviews
User Journey Maps
Wireframes
Prototypes & Testing
Visual Design
Branding

Interests

Cognitive Science
Neurolinguistics
Typography
Product Design
Healthy Living
Cooking

Languages

English Mothertongue
French Fluent
German Nicht so gut

Professional experience

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Lead UX Designer April 2020 to Present

Tasks include:

- Managing our UX overhaul
- Research & usability testing
- Mentoring & teaching UX

UX/UI Designer Sept 2019 to March 2020

Tasks include:

- Persona development
- Low and mid fidelity wireframes
- UI design
- Interactive prototyping

Successes include:

- Planning and spearheading a large-scale UX analysis and overhaul on product to address the design debt we've accumulated.
- Designing a solution for users to easily manage multiple policy accounts on our self service portal.

Boomerang Ideas FEB 2019 TO SEPT 2019

UX/UI Designer

Tasks include:

- User interviews
- Storyboard creation
- User journey mapping
- Low and mid fidelity wireframes
- UI design
- Interactive prototyping
- Usability testing
- Marketing materials

Successes include:

- Designing the entire user facing side myself in less than 3 months, from initial research to final UI including a pivot and complete revamp.
- Successfully pivoting the product in two days when testing showed the positioning was off.

Freelance Graphic Designer 2013 TO 2019

CrownRing Jewellery House JAN 2014 TO JAN 2017

Lead Graphic Designer

Let's have a chat!

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