

Allison Crady



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UX Skills

- Strengths: user and market research, product planning, implementation, business goals for web, mobile, and VR
- Research: interviews, surveys, usability studies, competitive analysis, heuristic analysis, card sort, design thinking
- Tools: Sketch, InVision, Survey Monkey, Google Forms, User Zoom, Optimal Workshop, Google Analytics
- Awards: Degreed Skill Certification, Level 7, User Experience Design

Experience

Promena VR, a Kelencontent Joint Venture, San Francisco, CA 2018-present
User Experience Researcher (Contract)

- Designing and conducting qualitative discovery research to develop key personas and optimize the user journey
- Leading market research presentations and product strategy meetings with stakeholders for user-centered design

allisoncrady.com, San Francisco, CA 2018-present
User Experience Researcher

- Employing a wide variety of qualitative and quantitative methods to meet business, customer, and user goals
- Conducting onsite, moderated usability studies for Visage Mobile app, measuring time on task and success rates
- Developing and testing rapid prototypes for mobile and web apps using Sketch, InVision, and onsite usability tests

Chi VR App, San Francisco, CA 2018
User Experience Researcher Lead (Contract)

- Developing and implementing user research plans for discovery and evaluative research
- Delivering persona and journey map tools and working with developer to ensure effective insight implementation
- Leading user-centered design co-creation for journey mapping, UX strategy blueprints, and expert reviews

GrowthX Studio, San Francisco, CA 2017
UX Design Researcher Consultant

- Conducting in-depth interviews, crafting surveys, mapping ecosystems, and utilizing UX strategy blueprints
- Testing a web prototype using InVision and onsite usability sessions with key user tasks and qualitative analysis
- Presenting to clients such as AreaLive, Sunrise Reservations, Calm App and Cureus Medical Journal

CDF Distributors, Nashville, TN 2016-2017
Marketing Manager, Tech Journalist, Researcher

- Conducting highly-technical product quantitative and qualitative research on AI, drones, and self-driving tech
- Synthesizing qualitative remote user research, presenting deliverables, and iterating for user-centered design

Lion's Roar Newspaper, New Orleans, LA 2011-2015
Assistant Editor, Investigative Journalist, Researcher

- Developing and conducting regular in-depth field research for weekly product launch cycles
- Leading team workshops for insight-focused research and in-depth interview skill development

Education

UX Design Certificate, Concentration in User Research and Product Strategy 2017
GrowthX Academy * San Francisco, CA * class favorite

Bachelor of Arts, Communication with a Concentration in Investigative Journalism 2015
Southeastern Louisiana University * New Orleans, LA * GPA: 3.9