

Alison Cronheim

I'm passionate about crafting design solutions that result in exceptional product experiences for users and businesses alike. User experience guides everything that I do, and I find joy in delivering delightful, data-driven solutions.

EXPERIENCE

Sr. UX Designer at Lenovo

JUNE 2020 - CURRENT

I work with a dedicated UX team on the worldwide eCommerce experience for all things Lenovo.com. We craft design solutions, optimize the shopping experience for visitors, and prioritize our customers' experiences by testing, validating, and solving problems via user-centric design solutions.

Sr. Interaction Designer at OrbitalRX

JANUARY 2019 - MAY 2020

As the Sr. Interaction Designer, I was responsible for designing software solutions that advocate for hospital pharmacists and translate UX insights into empowering and intuitive product decisions.

Founder/Owner of Alison Kilburn Studio

JANUARY 2018 - DECEMBER 2020

From startups to international brands, I've worked closely with teams to help them better define their product goals through design. Whether creating wireframes and timelines or mockups and interactive prototypes, my goal was always to turn project requirements and business goals into delightful designs.

Product Designer at Adwerx

AUGUST 2016 - DECEMBER 2017

As the first (and only) product designer, I was responsible for creating and updating the Adwerx product to align business objectives with user experiences. In this role, I served as the lead designer on many impactful product designs and optimizations.

Product Marketing Manager at Adwerx

JANUARY 2016 - AUGUST 2016

In this role, I was able to deliver powerful business outcomes by effectively conveying the Adwerx brand through project management, email management and design, landing page design, print design, and more.

CONTACT INFORMATION

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SKILLS

Design

Interaction Design
Visual Design
Content Creation
Data Visualization
HTML/CSS

Research

Usability Testing
Rapid Prototyping
Wireframing
Data Analysis
Storyboarding
Heuristic Evaluation

Tools

Sketch
Figma
Invision
Zeplin
Atlassian Product Suite
Adobe Creative Suite
Pendo
Microsoft Office

Other

Email Marketing
Product Management
Project Management

EDUCATION

NC State University BA, Psychology

AUGUST 2008 - MAY 2013

Graduated cum laude with a focus in Human Factors Psychology and a minor in Sociology.