

# Allison Pinz

New York, NY, 10001 | (631) 624-3232 | [allison.pinz910@gmail.com](mailto:allison.pinz910@gmail.com) | [allisonpinz.com](http://allisonpinz.com)

I'm a Product Designer with 7 years of experience helping organizations—from startups to global enterprises—build design systems and user experiences that are scalable, and impactful. I combine **strategy, human-centered design, and emerging technologies** to create solutions that are both functional and forward-thinking. Known for partnering with product, engineering, and leadership teams, I bring alignment between design identity and business goals to deliver meaningful outcomes.

## WORK EXPERIENCE

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### Designer | Verizon (Insight Global)

2024 – Current

- Supports the **rebrand of Verizon's enterprise design system**, scaling the new identity across **8 key components** and writing documentation for **10 of 42 components** to drive consistency and adoption across all digital products.
- Collaborates daily with **design, development, and product teams** to align design system evolution with technical and business priorities.
- Develops **component specifications** and **custom icons** that balance product needs with Verizon's brand standards.
- Learned Verizon's new **CMS platform** quickly and trained teammates, improving efficiency across the design org.
- Created the **brand identity for a browser extension**, extending Verizon's system into new product experiences.

### Visual Design Consultant | IBM iX

2021 – 2023

- Partnered with **global brands reaching 3B+ users** to deliver strategic, product-focused design solutions.
- For the **#1 search engine** supporting \$13B in AI-driven data centers: built a **Figma illustration library** for 4 database products, featuring 250+ custom illustrations, usage guidelines, and a collaboration space—adopted by 40+ designers.
- For a **global payment & financial services company**: audited **8 design systems**, documenting 200+ atoms in Airtable to drive workshops and recommend future system direction.
- For a **B2B healthcare e-commerce platform**: supported the creation of a new **design system**, including a **library of 100+ custom product icons** (35+ fully illustrated) with usage guidelines.
- Designed **responsive product description and cart management pages** in Adobe XD, incorporating custom design system components across desktop, tablet, and mobile.

### Visual Designer | Sprinklr (JeffreyM)

2019 - 2020

- Redesigned a **career site**, consolidating 5 pages into one streamlined experience for job seekers.
- Created 100+ personalized stakeholder assets for enterprise marketing; led demos to integrate design into workflows.

### Design and Social Media | BUILT BY GIRLS (Verizon Media)

2018 - 2019

- Transformed brand identity across campaigns, social, and web, including a **Times Square billboard**, growing social following by **125%**.
- Redesigned an **8-page KPI dashboard**, making data easier for teams to understand and use.

## SKILLS

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Product Design  
Product Development  
UI/UX Design  
Experience Design  
Interaction Design  
AI Design  
Design Systems  
Design Thinking  
Human-Centered Design  
Illustration  
Animation  
Storytelling  
Creative Strategy  
Product Management  
Journey Mapping

## TOOLS

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Figma  
FigJam  
Jira  
Sketch  
Adobe Xd  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Mural  
AirTable  
Asana  
Google Analytics

## BADGES & CERTIFICATES

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2022 - Accessibility Advocate Badge  
2021 - IBM Garage Essentials Badge

## EDUCATION

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Parsons School of Design  
BBA in Strategic Design & Management  
Minor in Communication Design