

# Allison Pinz

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Hi! I'm a Visual Designer who uses research, strategy, and human-centered design to create disruptive interactions through the web and start new conversations around design. I strive in fast-paced environments to deliver thoughtful, strategic products that drive results. ✨

## EXPERIENCE

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### Visual Design Consultant | IBM iX

2021 - 2023

Consulted with brands, who collectively have audiences of over 3B users, to deliver strategic and impactful product-based solutions. Highlights include:

#1 Search Engine that supports \$13 Billion in data centers

- Developed a Figma illustration library for 4 database products. The personalized system features 250+ illustrations for specific product use cases, guidelines, and a collaboration space, which was quickly adopted by a team of 40 designers.

Global Payment & Financial Services Tech Company

- Audited 8 Design Systems, compiling observations of around 200+ design system atoms into an AirTable sheet later used to guide workshop discussions, and suggestions for Design System direction.

Mass B2B Healthcare E-commerce Company

- Designed a product description page, and cart management page in Adobe Xd for a B2B e-commerce platform that supports desktop, tablet, and mobile that incorporates custom design system components.
- Curated a library of 100+ product icons custom to the product experience, including 35+ illustrated icons and created guidelines on use throughout the experience.

### Designer | Sprinkl (JeffreyM)

2019 - 2020

- Collaborated with an Engineer to centralize the contents and design of a 5-page Career site into 1 by designing wireframes, prototypes, and final visual layouts, leading to a more engaging page for job seekers.
- Generated leads for the inside Sales team by creating 100+ personalized assets for online discussions with Executive stakeholders in the Marketing space, then led product demos guiding them on integrating design into their workstreams.

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

2018 - 2019

- Extended the branding design into an engaged persona the target audience resonated with, which ultimately increased the social following by 125%.
- Redesigned the structure, interface, and user experience of an 8-page Key Performance Indicator Dashboard, to be a more organized system of data team members can access based on insights through A/B testing & interviews.
- Evolved the visual design foundation by developing a brand extension that stretched across assets including the social media page, website, and a Times Square billboard.

## STARTUPS & INCUBATORS

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### CoFounder & CEO | Yoke

2017 - 2018

Developed a multifaceted business model for a social networking app as 1 of the 11 teams accepted to The New School's Impact Entrepreneurship Lab - a 15 week social impact incubator.

## SKILLS

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Product Design  
UI/UX Design  
Interaction Design  
Design Systems  
Design Thinking  
Human-Centered Design  
Illustration  
Brand Strategy  
Project Management

## DESIGN TOOLS

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Figma  
Sketch  
HTML/CSS  
Webflow  
Squarespace  
Adobe Xd  
Adobe Illustrator  
Jira  
Mural  
Notion

## EDUCATION

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### Parsons School of Design

BBA in Strategic Design & Management