

Allison Pinz

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Hi, I'm Allison, a Visual Designer with over 5 years of experience that uses research, strategy, and human-centered design to create disruptive interactions through the web. I specialize in creating responsive product designs, detailed design systems, and captivating illustrations that draw discovery and curiosity. I have had the pleasure of working on teams, ranging from myself to groups of up to 75 talented people in global companies. My goal is to deliver impactful solutions that drive results – all while starting new conversations around design.

WORK EXPERIENCE

Visual Design Consultant | IBM iX

2021 – 2023

Consulted with brands, who collectively have audiences of over 1M+ users, to deliver strategic and impactful product-based solutions. Highlights include:

Large Tech Brand

- Created a 250+ illustration library in Figma that includes 30+ custom pieces based on product interviews, demos, and workshops the team uses across 4 products

Large Finance Brand

- 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

Large Healthcare Brand

- 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 | Sprinklr (JeffreyM)

2019 - 2020

- Collaborated with a Developer 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
- Drove leads to the inside sales team by creating 100+ personalized assets for online conversations with stakeholders in the marketing space
- Partnered with 3 designers to develop design templates for social media then trained a team of 5 social media managers on how to utilize them, leading to streamlined creative on social channels

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

2018 - 2019

- Transformed the brand design into an engaged persona the target audience could relate to, ultimately increasing the social following by 125%
- Redesigned the structure, interface, and user experience of an 8-page Key Performance Indicator (KPI) Dashboard, to be a more organized system of data other team members can access
- Developed an extension of the visual design foundation to be more structured, and universal by designing consistent assets for materials such as the social media page, website, and a Times Square billboard

AREAS OF EXPERTISE

Product Design
UI/UX Design
Interaction Design
Design Systems
Design Thinking
Human Centered Design
Illustration
Animation
Storytelling
Brand Strategy
Social Media Management
Project Management

TOOLS

Figma
Sketch
Adobe Xd
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
InVision
Jira
Mural
AirTable

BADGES & CERTIFICATES

2022 - Accessibility Advocate Badge
2021 - IBM Garage Essentials Badge

EDUCATION

Parsons School of Design

BBA in Strategic Design & Management
Communication Design Minor