



# HI! I'M ALLISON.

Senior Product Designer



[allisonshiman.com](http://allisonshiman.com)



[hello@allisonshiman.com](mailto:hello@allisonshiman.com)



773.413.8102



[linkedin.com/in/allisonshiman](https://linkedin.com/in/allisonshiman)

## SUMMARY

Senior product designer with 13 years of experience in UI, UX and UXR. Experience includes 2x Growth designer, startup founding designer, mentor, Design Systems designer, PM and management experience and consulting.

## WORK HISTORY

**Slack** • 03/25–09/25

**Contract Senior Growth Designer**

Contract role. Customer journey and optimization for repeat engagement on Slack's logged out [pricing page](#). Discovery, growth retention audit and optimization led to increased conversion rate of new users to paid users.

**Yahoo** • 06/23–07/24

**Contract Principal Product Designer, Mail**

Contract role. Research and ideation on AI integration in email, collaborator with agency on qualitative UXR analysis, design lead with junior designers and squads to inform product roadmaps and assist with feature work.

**Dropbox** • 02/21–02/23

**Contract Senior Comms Designer**

Contract role. Large scope changes to *Dropbox Resources*, lead designer on redesign efforts, lead marketing stakeholders through first time UXR trials on Comms, increased user retention to [Resources](#) site by 20%.

**Nextdoor** • 07/20–12/20

**Contract Senior Product Designer**

Contract role. Compiled and organized audit of all previous design system iterations. UXR trials, created documentation for Blocks design system following company rebrand. Increased internal adoption of design system.

► *Additional contractor experience available on [LinkedIn](#)*

**Ticketfly** • 06/15–02/17

**Full-time Product Designer in San Francisco, CA**

End-to-end design for Ticketfly's internal tools Ember app, established global pattern library for all future Ember apps. Designed mobile plugin for music venues. Mobile design for Ticketfly Android and iOS apps.

**AnyPerk** • 07/14–06/15

**Founding Product Designer in San Francisco, CA**

First design hire (startup acquired in 2023). Led end-to-end product cycle for SaaS employee reward engagement solutions for enterprise companies on iOS and internal employee rewards program on web. Submitted beta to App Store in 2015.

## EDUCATION

**Columbia College Chicago** • Graduated 2011  
**Bachelor of Fine Arts in Graphic Design**

**College of Lake County** • 2007–2009

## ACCESSIBILITY STUDIES

**Accessibility Internet Rally (AIR)** • 2024  
[knowbility.org](https://knowbility.org)

Group participant. Conforming to A11y and WCAG guidelines for UI/UX, created mobile responsive website for client *Texas Music Museum* in Austin, TX.

**CPACC Certification (In Progress)** • 2026  
[dequeueuniversity.com](https://dequeueuniversity.com)

Working towards IAAP CPACC Certification.

## SKILLS

### Proficient in

- User Journey
- Growth Retention
- Qualitative UXR
- Design Systems
- Iterative A/B Testing
- Team Development

### Continued learning

- AI accessibility compliance
- Vibe coding tools
- Framer JS

### Etc.

- Film and digital photography
- Letterpress printing
- Poster art silkscreening
- Mediocre banjo playing

✓ **References available upon request**