

ALLIE KANDEL

UX Designer

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ABOUT ME

I am a UX designer with an insatiable curiosity, bridging the gap between brand and design strategy. I'm obsessed with my end-users and want to make sure that we're doing everything we can for them. My favorite question to ask is, "what else can we do?"

SKILLS

UX Strategy
User Research
Information Architecture
Data Synthesis
Wireframing & Prototyping
Usability Testing
Facilitating Teams
Agile Project Management
Change Management
Branding
Basic SQL & Python
HTML / CSS

TOOLS

Microsoft Office
Excel
Google Suite
Git Hub
Sketch
InVision
Trello, Asana, AirTable
Zeplin
Abstract
Atom

INTERESTS

Tacos
Travelling
Baking
Meatball Parties!

EXPERIENCE

Ernst & Young (EY) | Senior UX Consultant, Digital and Emerging Technology

New York, NY | September 2019 — Present

- Industries: Pharmaceutical, Energy, Blockchain, Wireless (TMT)
- Design user-centric products across multiple platforms and industries
- Redesigned pharmaceutical platform; company saw 85% efficiency improvement upon launch
- Serve as Design Lead; work with engineering, product, change management, and client teams
- Lead "Design Thinking" workshops to introduce clients to UX practices
- Mentor campus hires interested in UX design through the Technology Advisor Program (TAP)

Various Clients | Freelance UX Consultant

New York, NY | March — June 2019

- Industries: Education Tech, Travel & Leisure, Food & Beverage, Interior Design, Digital Agency
- Performed full analysis of clients' existing products to ensure design best practices are met
- Redesigned mega navigation menus, search states, and beta products
- Advocate for user's experience throughout product with clear information architecture
- Specify and maintain core principles in visual style, typography, spacing and interactions

Meetup | Project Manager, Meetup Pro

New York, NY | April — December 2018

- Owned project management for all enterprise initiatives (10% of company revenue)
- Defined customer journey, user stories, & personas for new product development
- Institutionalized report tracking through OKRs/KPIs with head of Business Strategy
- Developed API monetization strategy with marketing sizing, ROI, & pricing options
- Led Product & Engineering teams in prioritizing & scoping all revenue-driving projects
- Supported Sales team by creating collateral for feature announcements and QBRs
- Architected Salesforce instance to improve data; managed consulting firm
- Conducted user interviews to determine users' needs & goals

Caravan Wellness | General Manager & Co-Founder

New York, NY | September 2016 — April 2018

- Managed creative agency responsible for designing brand assets and website
- Designed and produced 3 video and photoshoots, which led to 100+ video assets
- Wrote all copy and content (website copy, sales pitches, newsletters)
- Structured and executed partnerships with national brands
- Implemented Google Analytics across website and video platform
- Built business model & brand identity from idea stage through launch and scale
- Oversaw \$300k seed investment, 30 contract employees, operations, and technology
- Created and managed go-to market strategy across all business verticals
- Managed capital raise process, created pitch books and presented to VCs

Goldman Sachs | Analyst, Business Architecture & Change Management

New York, NY | July 2014 — August 2016

- Led high-priority, cross-divisional projects addressing key strategic issues
- Provided end-to-end project management and delivery services to fix gaps within the division
- Ran User Acceptance Tests to test functionality and quality of projects prior to roll out
- Designed and built 2 digital apps for internal and external use
- Served on Career Development pillar through Women's Network

EDUCATION

General Assembly | UX Design Immersive
Certificate, April 2019

Haverford College | History of Art; Growth and Structure of Cities
Bachelor of Arts, May 2014