

# Allison O'Keefe

## professional experience

### Senior UX Designer

Art Van Furniture, January 2020 - Present

Responsible for the design, development and evolution of web page environments that deliver modern, engaging and dynamic user experiences.

- Produce and deliver low-fidelity wireframes, site flows, high-fidelity mockups, and high-fidelity prototypes.
- Collaborate with front-end and Salesforce developers, A/B testers, category specialists, business analysts, and product managers to create a holistic but delightful eCommerce experience for the customer.
- Design and specify the online experience through research and data collected using analytics repositories such as HotJar, Google Analytics, and Voice of the Customer to inform decisions.
- Enhance and expand the company's web and mobile presence, as well as improve sales and customer/associate communications through developing and maintaining state of the art design on web and mobile applications.

### UX Designer

Art Van Furniture, September 2018 - January 2020

- Provided ongoing updates and enhancements for existing and future company websites, intranet systems and mobile applications.
- Analyzed warranty engagement, identifying solutions to increase the percent of customers who add a warranty to their purchase. Redesigned this experience within the cart, contributing to a 15% increase.
- Initiated omni-channel team involvement in the community, volunteering with Habitat for Humanity (Detroit) on a project in Lincoln Park.

### Graphic Designer

Health Enhancement Systems, August 2015 - August 2018

Part of a design team driven to reshape the participant experience and landscape of wellness campaigns. Conceptualized and created wellness campaigns rich in gamified interactions, targeted to professionals around the world.

- Lead the redesign of legacy wellness campaign mobile applications.
- Collaborated cross-functionally with Business Development, Marketing, Devs, and Account Management teams.
- Managed remote graphic design team members, assigning workload and providing feedback.
- Initiated company-wide events including the annual *Walktober* Walking Month, and the Bay City 5K Run.

## contact

[www.hireallisonokeefe.com](http://www.hireallisonokeefe.com)

allison.r.okeefe@gmail.com

## professional development

Active usability tester on UserTesting.com

Attended HOW Design Live, 2017

Member of AIGA Detroit

## skills

Low/High-fidelity Wireframing  
Prototyping  
Information Architecture  
Agile/SCRUM

## tools

Sketch App  
Invision  
Jira  
Photoshop  
Illustrator  
UserTesting

## certifications

Accessibility Fundamentals:  
Disabilities, Guidelines, and Laws  
(Deque University)

## education

Central Michigan University  
Graphic Design BFA  
Art History Minor  
2010 - 2015