



Allison Pastor

Senior UX Designer

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Experience

Interfolio from Elsevier

Senior User Experience Designer

Remote | Mar 2022 — present

- Dedicated designer on a large initiative to create a platform experience for our enterprise products. Partnered with Product and Engineering leads to shape team workflows and priorities.
- Served as acting UX Manager for six months, overseeing team operations, hiring and project delivery during the permanent manager's leave.
- Mentored UX designers on my team; a voice for UX across the organization, often presenting work and findings to key stakeholders.
- Consulted as the Accessibility expert across the organization, organized the updating of product VPAT's, led an interdepartmental Accessibility Champions program.
- Reduced accessibility errors and alerts by 84% on our Product Help site via modifying the HTML & CSS in the Content Management System.

User Experience Designer

Remote | Nov 2020 — Mar 2022

- Audited existing design patterns and led the initiative to build a complete Design System.
- Responsible for large UX projects across entire suite of 5 products. Projects included research and design; as well as working alongside Product and Engineering teams.

InMotion Hosting, LLC

UI/UX Specialist

Remote | Feb 2019 — Oct 2020

- Increased revenue by 25% during A/B testing with a website redesign.
- Promoted brand consistency with the establishment of a Design System.
- Improved user task completion with an IA restructure and task-oriented rebuild of the account software.
- Collaborated with marketing and development teams in an agile environment.

Lead UI/UX Designer

Virginia Beach, VA & Remote | May 2017 — Feb 2019

- Grew revenue by 25% during A/B testing with a revised information architecture.
- Created interactive prototypes using tools like Illustrator and UXPin

UI/UX Designer

Virginia Beach, VA | Oct 2016 — May 2017

- Responsible for wireframes, mockups, prototypes, and front-end development.
- Identified & solved for pain points in the customer journey, focusing mainly on tasks accomplished in their account software.

Web Design Project Coordinator

Virginia Beach, VA | Jun 2015 — Oct 2016

- Organized the design & development of multiple websites at any given time.

Internships

Graphic Design Intern at Bull Rodger Ltd., Design & Advertising

London, UK | Sep 2014 — December 2014

- Re-branded several company identities, including web and print collateral.

Creative Intern at Barnes & Noble, NOOK, LLC

New York City, NY | Jun 2014 — Aug 2014

- Designed & coded responsive emails. Built media kits and social media assets.

Certifications

DHS Section 508 Trusted Tester

U.S. Dept. of Homeland Security
Issued Sep 2021

Web Accessibility Specialist

Deque University
Issued Jan 2023

Lean Six Sigma Black Belt

Six Sigma Academy Amsterdam
Issued Nov 2023

Tools

Figma
Pendo
Ballpark
Dovetail
Confluence
Jira
Sketch
Miro
UXPin
Photoshop
Illustrator

Skills

Prototyping
Wireframing
Accessibility
User Research
Usability Testing
Design Systems
Artificial Intelligence
Information Architecture
Design Thinking
HTML/CSS
Agile
Six Sigma
Illustration
Graphic Design

Education

BFA Graphic Design

Minor in Business Administration
State University of New York at Oswego
Aug 2011 — May 2015