

# Jessica M. Allison

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## PORTFOLIO

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

## PROFESSIONAL PROFILE

I've spent the last 10+ years in business and sales operations roles at startups and multi-national companies where I solved business problems and designed streamlined seller experiences and customer journeys using technology, process, and data. I'm now looking to make a career change into User Experience and Product Design.

## SKILLS

Design Thinking  
Figma  
Rapid Prototyping  
Wireframing

Cross-functional Teams  
Team Leadership  
Information Architecture  
Data Analysis & Modeling

User Research  
Process / User Flows  
Usability Testing  
HTML / CSS

## WORK EXPERIENCE

### Planned Career Hiatus

Transitioning out of a voluntary, planned career break

**Feb 2020 – Present**

- **DigitalCrafts – User Experience Design Bootcamp** Jan 2022
  - Obtained certificate in UX Design. Focused on the complete user experience methodology and user centered design. Topics covered include: Design Thinking, User Research, Information Architecture, UI Design, Interaction Design, HTML/CSS, and Product Design
  - List of select UX projects are below and full case studies can be found on my portfolio
- **Samsung Electronics – Contract Role – Customer Operations Manager** Feb 2021 – Sep 2021
  - Partnered with large retail customers (Home Depot, Wayfair, Lowe's, etc.) to continuously improve customer operations KPIs including returns, escalations, and call center metrics
  - Project Manager for relocation of outsourced U.S. call center to Cali, Colombia while maintaining all call center KPIs within appropriate service levels
  - Streamlined operations for Influencer Order program reducing internal order processing time from two-three weeks to 48 hours
  - Offered permanent role at the completion of the contract

### Juvare • Atlanta, GA

*Director, Sales Operations*

**March 2018 – Jan 2020**

- Salesforce.com product owner responsible for strategic product vision and roadmap. Owned administration, system design, data management, technology integrations, system improvements, sales team compliance and training
- Worked cross-functionally with Finance, Professional Services, Legal and outside contractors to improve and streamline Quote to Cash process by implementing new technology including Salesforce CPQ and Celigo NetSuite/Salesforce Connector. Time spent on quote generation, order processing and invoicing were reduced by 40%+ in all categories
- Partnered with Marketing to automate and connect lead lifecycle workflows and strategy in both HubSpot and Salesforce, including lead generation, lead qualification, lead scoring, lead handoff and distribution, and lead nurturing and campaigns

### Barco Healthcare • Duluth, GA

*Manager, Sales Operations*

**November 2015 – Sep 2017**

- Business Unit Project Manager for SAP CRM system and data migration from Salesforce.com; responsible for requirements gathering and fit-gap analysis

- Retooled forecasting process resulting in improvement of forecast accuracy of 60% in Q1FY16 to 80% in Q3 FY16. Business Unit was the leader in highest percentage forecast accuracy for FY16 and FY17
- Used scenario modeling to define impact of new type of sales role and projected growth for all sales team targets for FY17 planning and budgeting

**AirWatch** (Acquired by VMware for \$1.5B in 2014) • **Atlanta, GA**  
*Manager, Sales Operations*

**July 2011 – November 2015**

- Responsible for building out global Sales Operations team
- Led cross-functional team (Marketing, Professional Services, Finance, Sales) to create Lead to Order process, ensuring all aspects were scalable, repeatable, documented and could be globally implemented
- Project Manager for Salesforce.com initiatives and improvements. Created data management and governance program and policies. Sourced and implemented sales enablement tools such as data.com and Hoopla

*Sales Operations Analyst*

**May 2010 – July 2011**

- Primary SalesForce.com administrator. Responsible for maintaining users, roles, security, profiles, workflow rules, and building custom objects and fields

**Hewlett-Packard** • **Alpharetta, GA**  
*Commercial Account Manager*

**Aug 2008 – April 2010**

- Sold servers, storage, and networking to small and medium businesses

## UX PROJECTS

### Shadoo

- Worked on a team of five student UX Designers to develop the end-to-end product design of a new gamified productivity app
- Responsible for designing the main dashboard screens and creating wireframes, mockups, and working prototype
- Created wireframes, high-fidelity mockups and prototypes in Figma and conducted user testing in Maze

### Delta

- Led the design of a solution that streamlined booking a flight on Delta.com through improving the filter function and filter display
- Conducted competitive and heuristic research to define the problem space. Tested prototypes for user validation using usability tests
- Created wireframes, high-fidelity mockups and prototypes in Figma

### Netflix

- Worked on a team of two student UX Designers to develop a solution to decrease user browsing time and expand available categories to make content easier to find on the Netflix tv app
- Conducted user interviews and usability tests to understand user behavior and browsing habits
- Created wireframes and high-fidelity mockups in Figma

Case studies can be found at [jessicaallisondesign.com](http://jessicaallisondesign.com)

## TECHNOLOGY

**Software:** Figma, Miro, Maze, Salesforce.com, Salesforce CPQ, NetSuite, HubSpot, Conga, Insight Squared, DiscoverOrg, ZoomInfo, Excel, Visio, SharePoint, SAP, JIRA, Asana, Zendesk

## EDUCATION

**DigitalCrafts, Atlanta, GA** • User Experience Design Certificate  
**Stony Brook University, Stony Brook, NY** • Bachelor of Arts in Art History and Criticism