

Allison K. Spicer

Senior Product Designer, UX/UI and Visual Design Lead

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Experience

WELLS FARGO, Product Design Lead; San Francisco, New York, Charlotte NC, Remote
January 2023 – Current

- Led experience design, UX/UI, and visual design initiatives to modernize Wells Fargo's digital presence through collaboration with product team, content creators, research and data teams, developers and engineers, and brand design group.
- Launched LifeSync, a feature within the Wells Fargo mobile app aimed at assisting customers in achieving financial goals.
- Managed multiple versions of the complex product, LifeSync, catering to distinct audiences, necessitating diverse strategies, user flows, wireframing, and prototyping for each.
- Proficient Figma user, actively engaging in daily design and prototyping tasks.

MRM-McCANN, Associate Design Director; Detroit MI - Hybrid
October 2021 – December 2022

- Design management, UX/UI direction, customer experience strategy, creative direction and innovation for CarBravo.com: General Motors' consumer-facing online platform for selling used vehicles.
- Established and launched the CarBravo brand, leading a multi-disciplinary team to create branding, visual style, and tone of voice, creating integrated omni-channel experiences for digital media and responsive web site.
- Managed a team of twelve direct reports, including art directors, designers, and copywriters of all levels. Responsibilities include hiring, resourcing, timeline management, performance reviews and onboarding.
- Interfaced daily with senior and executive clients, as well as outside vendors and partners including developers, engineers, producers, photographers, illustrators.

FIS GLOBAL, Product Design Lead; Jacksonville FL - Remote
November 2019 – August 2021

- Customer experience design (CX), UX/UI, content strategy, design direction, and research facilitation for a \$92B B2B fintech firm
- Launched a redesign of FISGlobal.com, creating consistent visual style and messaging across all categories and products and provided updates to the design system.
- Created data visualization templates for design system
- Collaborated with product managers, outside research group, developers, and marketing team to create and execute strategic digital initiatives.

ORGANIC, INC., Senior Product Designer; Detroit MI, San Francisco - Hybrid
August 2016 – July 2019

- UX/UI, content strategy, innovation and customer experience strategy for American Family Insurance, including site and app initiatives in an agile environment
- Participated in research initiatives, including site audits, heuristic review, competitive analysis, A/B testing, user testing, and data analysis.

AKQA, Associate Creative Director; New York NY

June 2014 – November 2015

- Led a multi-disciplinary team to develop and execute retail design solutions for Verizon Wireless concept stores and standard retail stores, managing a team of 4-7 designers of all levels.
- My team developed the concept for the Verizon Destination Store at the Mall of America, winning the World Retail Awards' 2014 Store Design of the Year award.
- Established and implemented processes to build the agency's newly-established retail design department as creative and production team grew from 8 to 20 people, improving workflow and communication for staff.

Additional Design Roles

ESTÉE LAUDER, Design Director; New York, NY

- Marketing creative director for men's fragrances, responsible for brand development, design direction, and creative management of licensed brands, including Ermenegildo Zegna and Tommy Hilfiger.

TIFFANY & CO., Art Director; New York, NY

- Design and art direction for global campaigns, marketing initiatives, and events.

BEARDWOOD & CO., Design Director; New York, NY

- Creative direction and design, strategy, and innovation for Bath & Body Works, Mike's Hard Lemonade, Sperry Topsider, and Westin Hotels.

LANDOR ASSOCIATES, Graphic Designer; New York, NY

- Designed corporate identities, packaging, design systems, and brand guidelines for American Express, Capital One, Citibank, Pfizer, Smirnoff, Clairol, and Delta Airlines.

Education

WESTERN MICHIGAN UNIVERSITY; Kalamazoo, MI

Bachelor Of Fine Arts, Graphic Design

OAKLAND UNIVERSITY; Rochester, MI

Bachelor Of Arts, Communications

Minors in Fine Art and Japanese Language

Expertise

Product Design
 Brand Design and Strategy
 Creative Direction
 Customer Experience Design

Content Strategy
 Art Direction
 Figma
 UX/UI

User Experience
 Visual Design
 Team Leadership
 Design Management