



BRIDGET ALLEN
USER EXPERIENCE
LEADER & STRATEGIST

BRIDGET ALLEN

is a Philadelphia-based UI/UX Design Leader & Strategist, passionate about creating impactful, seamless digital experiences and driving success in the digital age. She has worked with **agencies, consultancies, and clients of all sizes**, both full-service and pharmaceutical, as well as non-profit. She has taken part in projects ranging from email and app to social media and web, advertising and branding to apparel and print, with a constant focus on **customer- and user-experience**.

Bridget has been published by both the **Cotton Bureau** and **Amazon Alexa Skills** stores. Some of Bridget's past and current design clients include: **Campbell's Soup, Susan G. Komen, Saladworks, Lunchables, U.K. Parliament, GlaxoSmithKline, and IKEA USA.**

On the rare occasion that Bridget is offline, she can be found sampling **craft beer**, digging through crates of **vinyl records**, and exploring **local brunches** for the best biscuits and gravy around town with her **husband and her two daughters**.

WORK EXPERIENCE

Fishawack Health | Remote

September 2022 - Present • Senior UX Designer

Responsible for site audits, affinity mapping, user journeys, sitemaps, wireframes, and cross-functional "best practice" presentations & trainings

IKEA USA • Conshohocken, PA

July 2020 - September 2022 • US Lead, Online Content Strategy

Managed and led team of online content specialists through site structure strategy, user journey, SEO updates, A/B testing, & both internal and external marketing communications

November 2019 - July 2020 • Senior Product Specialist, UX/UI

Responsible for site audits, wireframes, mock-ups, sitemaps, & user flows

Calcium USA • Philadelphia, PA

October 2018 - November 2019 • Pharma Digital Art Director, UX/UI

Managed and led a team of designers through user experience and interface design challenges in a digital pharmaceutical agency setting

Brownstein Group • Philadelphia, PA

September 2017 - October 2018 • Agency UI Developer

Responsible for HTML5 banners, email blasts, digital catalogs, static-to-Wordpress site conversion; a part of Brownstein's "Innovation Team"

The Judge Group • Wayne, PA

January 2016 - September 2017 • UI Developer & UI/UX Design Lead

UX audits, wireframes, sitemaps, UI design | Development of static & Wordpress sites, as well as Veeva and web applications

FREELANCE & CONTRACT WORK

Cotton Bureau • Remote

February 2016 - Present • Freelance Apparel Designer

GlaxoSmithKline • Philadelphia, PA

June 2017 - September 2017 • Pharma UI/UX Design Contractor

Campbell Soup Company • Camden, NJ

July 2016 - August 2016 • UI/UX Design Contractor

Paragraph Inc. • Philadelphia, PA

July 2015 - September 2015 • Design & Production Freelancer

Synchrony Group • West Chester, PA

June 2015 - August 2015 • Pharma Design & Production Freelancer

Star Group • Voorhees, NJ

November 2014 - June 2015 • Design Freelancer

TEACHING EXPERIENCE

Girl Develop It • Philadelphia, PA

January 2017 - December 2017 • Instructor

Courses: Photoshop 101, UI Tools (Photoshop, Illustrator, & Sketch)

January 2014 - December 2017 • Teaching Assistant

Courses: HTML & CSS 101, HTML & CSS 201, Intro to Javascript

TechGirlz • Philadelphia, PA

October 2014 - December 2014 • Teaching Assistant

Courses: Javascript & jQuery



BRIDGET ALLEN
USER EXPERIENCE
LEADER & STRATEGIST

TECHNICAL EXPERTISE

UX & DESIGN

Site Audits & Discovery,
Sitemaps, Wireframes,
Prototypes, Layouts, User
Research, CRM Email
Templating, Branding,
Apparel, Social Media

Sketch, InVision, XD, Figma,
Photoshop, Illustrator, InDesign,
Miro, Mural

OPTIMIZATION & STRATEGY

A/B Testing, Analytics
Auditing & Reporting, Process
Building

Veeva, Optimizely, ContentSquare,
Hotjar, Google Analytics

PERSONAL EXPERTISE

Public Speaking, Passion,
Problem Solving, Critical
Thinking, Communication,
Adaptability, Innovation,
Collaboration

Office 365, G-Suite, Slack, Jira

CONTACT

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PHONE: 267-784-5334

PRIMARY EDUCATION

Antonelli Institute • Erdenheim, PA

August 2012 - May 2014 • Major: Graphic Design

Activities and Societies: Philly Ad Club, Chapter Vice President

Honors: Philly Ad Club "Philly's Future" Tom Quigley Scholarship Winner

Tyler School of Art (Temple University) • Philadelphia, PA

January 2011 - May 2012 • Major: Fine Arts

Activities and Societies: RHA, Peabody Hall Vice President

Honors: TU "Homecoming Banner Design" Competition 2012 - 1st Place

ADDITIONAL COURSEWORK

Udemy

Courses: XCode & Swift, Wordpress (with PHP), RaspberryPi

Codecademy

Courses: HTML/CSS, Javascript, jQuery, AngularJS

Girl Develop It • Philadelphia, PA

Courses: User Experience & Research, HTML/CSS, Javascript, jQuery,
Sass/LESS, Git/Github, Node.JS, SQL

CERTIFICATIONS

Veeva

Certifications: CLM Business Certification

Optimizely

Certifications: Full-Stack Developer Certification, A/B Testing

ContentSquare

Certifications: ContentSquare Certification, Data & Analytics

TALKS & PANELS

"Design Principles for Non-Designers" Talk

Abstractions II Conference

August 2019, Pittsburgh, PA

Philadelphia JavaScript Developers Meetup

June 2019, Philadelphia, PA

"A Day In The Life: UI/UX Designer" Panel

Girl Develop It Philly Meetup

February 2017, Philadelphia, PA

"Careers in Social Media, Digital Advertising, and Marketing" Panel

Philly Ad Club College Career Sessions

October 2016, Philadelphia, PA

MENTORSHIP

Girl Develop It East Hackathon • Philadelphia, PA

UI/UX Mentor

December 2016 - Present