

Alexandria (Allie) Hough-Barkley

USER EXPERIENCE & DESIGN LEADER

PHONE

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EMAIL

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HOME TOWN

Syracuse, NY

LinkedIn

<https://bit.ly/3Da6Jye>



professional design experience

BACKGROUND

I have a passion for leadership, life long learning, and creating delightful user experiences. These qualities helped me establish and scale high performing design teams and operations at the companies I have been a part of.

Most recently, at Postscript, I led and scaled the Product Design Team to help enable the business to received their series-C funding of \$65 million, service 8,000 Shopify brands, help customers receive 25X ROI, and gain 1,700 five-star reviews on the Shopify app store.

I also started and grew the User Experience Team at TCGplayer across their collectible eCommerce marketplace, SaaS offerings, fulfillment center, and content platform experiencing triple digit GMV growth YoY and a buyer return rate of 69.41% YoY during my 5.5 years there.

My tenure at Postscript and TCGplayer have made me an expert in: establishing a team of mixed method Product Design practitioners of varying seniority; scaling usability testing & feedback loop programs; creating customer personas that lead to more effective product solutions and experiences; coordinating and designing high & low fidelity product designs; leading design sprints & workshops for quicker, higher quality product solutions, planning cross company hackathons and other team building events, lead building a design library and emerging brand standards, integrating AB testing and customer behavioral analytics tools; and creating and supporting strategic company OKRs and goals.

SOFT SKILLS

Design strategy, leadership, change management, & team scaling / Explaining technical details in an accessible way / Public speaking & visualization / Remote & in-person collaboration

TECHNICAL SKILLS & SOFTWARE

Design Operations / Usability Testing / User Interviews / Interaction Design & User Flows / User Personas & Journeys / Design Sprint & Workshop Facilitation / Behavioral Analytics Analysis / CSS & HTML Understanding / Agile, Lean, & Post-Agile Design / Figma / Sketch / Adobe Suite / Atlassian Suite / Hotjar / Google Analytics / Amplitude Analytics / Optimizely

Product Design Manager

Postscript
1/22-7/22

Product Design Manager

TCGplayer
10/20-12/21

Lead UI/UX Designer

TCGplayer
1/20-10/20

UI/UX Designer

TCGplayer
7/16-1/20

UI/UX Designer

Raymour & Flanigan
11/15-7/16

Lead Graphic Designer

Timeless Frames
5/13-12/15

BFA in Graphic Design

SUNY Oswego, 2012

AA Liberal Arts

SUNY Jefferson, 2010

Dale Carnegie

Supervisor Training, 2020
Skills for Success, 2020

Please, see below and the next page for a sampling of recent work. I can send more upon request.

A Loom Video of Recent Work

<https://bit.ly/3AvxSh2>

Since I am currently working on my portfolio, I sent this in a recent interview for Vista, and I think this will be useful for other companies! Feel free to watch at 2x speed since it is 19 min.

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Design samples continued:

TCGplayer Content Site

<https://infinite.tcgplayer.com/>

Established through a design sprint I facilitated, and brand standards I led the development of. Before leaving TCGplayer, I led the design strategy and resource enhancing the content site.

TCGplayer Marketplace

<https://bit.ly/2YXnrPp>

We were in the process of migrating our marketplace into the Vue frontend framework. I led the design strategy and resource for this effort. This is one example of a recent cart design.

TCGplayer Buyer Personas

<https://bit.ly/3aNqoHH>

I led and organized a company wide effort to gather buyer data, and summarize it into buyer user personas. Here is a sample of one of the six personas teams align their work to. Some data has been hidden due to privacy needs.