

# ALLISON LEE BUSBY

allisonleebusby@gmail.com

(330) 412-5056

allisonleebusby.com

linkedin.com/in/allisonbusby

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## CERTIFICATIONS

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

2021

## WORK EXPERIENCE

UX/UI DESIGNER | VF Corporation

April 2022– Present

- Designer on an unbranded 'Canvas' platform that is used across three brands: Timberland, The North Face, and Vans.
- Lead designer on Account and Checkout, focusing on improving customer experience and conversion rates.
- Manage global site designs and prototypes in Figma using both branded and unbranded Design Systems.
- Work with development team in JIRA
- Partner with the Analytics team to observe feature performance and conduct A/B testing.
- Collaborate with research partners on competitive analysis and usability testing.
- Present new designs or prototypes to UX, Brand, and Developer stakeholders.

UX/UI DESIGNER | Service Autopilot

August 2021– April 2022

- Lead designer for Service Autopilot, a field services software.
- Oversee design team work, provide constructive feedback and innovative ideas within my team.
- Build wireframes, UI designs and interactive low and high fidelity prototypes. (Figma and Sketch)
- Lead the maintenance of a cohesive look, brand, and user experience across all screens in the software.
- Partner with multiple stakeholders to solicit constructive feedback, including product managers, engineers, and other designers in drafting and brainstorming initial concepts.
- Present designs with expertise and rationale while advocating for end users.
- Identify opportunities for design or process improvements and drive their implementation.

UI DESIGNER, Freelance | Fossil Group

August 2021 – June 2022

- Create UI design concepts for all Fossil brand smartwatch collection's digital watch faces, built in Sketch and Invision.
- Partner with developers on accurate UI execution and conduct user experience testing prior to launch.

ASSOCIATE DESIGNER, Fossil Men's Watches | Fossil Group

March 2020 – July 2021

- Collaborated with the team to conceptualize and design digital user interfaces for the full Fossil smartwatch collection. Created digital dials in Sketch and partnered with engineers on accurate execution.
- Owned the development of Fossil Men's traditional watches from ideation to launch, including trend research, CAD renders, seasonal product presentations, packaging design, design storytelling and copywriting.
- Created and finalized specs for physical prototypes in PLM for manufacturing, communicated with partners to ensure accurate and timely sample delivery.
- Designed a limited edition Earth Day 2021 watch utilizing a solar movement and sustainable materials that moves the needle for Fossil's sustainability initiatives.

- Responsible for the design and development of all Men's watch products for Skagen Denmark.
- Creation and communication of concepts within each seasonal direction, ensuring cohesive storytelling for the brand across all product categories.
- Knowledge of product construction and materials, management of communication with suppliers and overseas factories to ensure timely and accurate execution.
- Led the design of limited edition Neighborhood Goods X Skagen Denmark collaboration watches.
- Partnered with Merchandising and Product Development teams to create a new margin rich platform that is driving incremental demand.

- As the sole designer for Mon Amie watches I designed and developed all watches and jewelry for this young brand.
- Collaborated with charity partner ME to WE in product development, storytelling, and marketing campaign execution.
- Responsible for graphic design and production of social media assets across all platforms.
- Established the brand identity through blog and social media management. Created the digital content and marketing assets for the brand as well as established a unified voice across all channels through copywriting and blogging.
- Planned strategy and execution of multiple Instagram Marketing Campaigns that accelerated growth in followers, reach and engagement.
- Owned new watch brand concept proposals, each proposal included trend and market research, initial product proposals, brand logos and style guides as well as website designs to communicate the concepts in a testing environment.

- Created and developed New York themed novelty watches to finalization that were realized in the Spring 2018 line.
- Designed the Kate Spade Antoine Grand Metro watch for the Fall 2017 line. The watch features a French Bulldog with a tilting head that became the second highest ranking style in sales and is still being sold today.

## EDUCATION

BACHELOR OF SCIENCE, INDUSTRIAL DESIGN  
University of Cincinnati, Cincinnati, OH

2012 – 2017

## SKILLS

- technical skills: Figma, JIRA, Sketch, Invision, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Sketchbook Pro
- other skills: prototyping, visual design, wireframing, market research, design storytelling, user experience design, user interface design, branding, sketching, content creation, presentation skills