

# Allison Hall

## UX Research and Design

Portfolio: [allisonhall.info](http://allisonhall.info) | [allisonhalluxdesign@gmail.com](mailto:allisonhalluxdesign@gmail.com) | <https://www.linkedin.com/in/allison-hall-125460123/> | Seattle, WA

### Education

#### **MSc in Human-Computer Interaction, University College London**

London, UK | September 2022 - September 2023 | Distinction, Dean's List

Relevant courses: Interaction Design, Interaction Science, Future Interfaces, Disability Interaction, Digital Health, Affective Interaction

#### **BA in Film and Media Studies, Minors: Psychology and French, Whitman College**

Walla Walla, WA, USA | September 2015 - May 2019 | summa cum laude, Stephen B.L. Penrose Merit Scholar

### Experience

#### **User Experience Designer, RightRooms**

London, UK (remote) | May 2024 - Present

- Project Manager and sole UX Designer of a comprehensive redesign of a website-based business with over 200 clients.
- Collaborate with a cross-functional team including the executive team, development consultant, and software engineer.
- Create a full responsive website prototype in Figma to improve accessibility and user experience.

#### **Human-Computer Interaction Researcher, National Tsing Hua University (NTHU)**

Hsinchu City, Taiwan (remote) | October 2023 - September 2024

- Proposed and executed an original UX research study to investigate how to improve the design of chatbots to practice self-disclosure.
- Project will conclude with a first-author publication.

#### **User Experience Researcher, Neuro Voices**

London, UK (remote) | March 2024 - July 2024

- Led a team of three to conduct exploratory research for a startup developing VR for neurodivergent diagnostics.
- Coordinated research project timelines and collaborated weekly in two-week sprints.
- Created UX research plan for the B2B team, including a participant recruitment plan.

#### **User Experience Designer, Code for San Jose**

Santa Barbara, CA (remote) | September 2021 - April 2022

- Collaborated with UX Researchers on the synthesis of user interview data to derive key insights.
- Designed wireframes and high fidelity mockups for web, tablet and mobile to redesign the Code for San Jose onboarding process for government agencies.

## **Marketing and Communications Coordinator, Santa Barbara Metropolitan Transit District**

Santa Barbara, CA | May 2021 - September 2022

- Managed a website with over 18,000 visitors per month.
- Spearheaded social media and advertising campaigns and designed new website content to increase website sessions by 44.7% in the first year.
- Collaborated on a marketing campaign with Visa and Mastercard to launch contactless payment technology in Santa Barbara County's public transit system, the first in California to do so.

## **Marketing and Public Relations Specialist, Three Girls Media**

Seattle, WA | March 2020 - May 2021

- Oversaw accounts for five clients and led teams of three in marketing and public relations campaigns.
- Created marketing collateral and executed advertising campaigns.

## **Professional Development**

- Google UX Design Certificate, 2024
- Deloitte Digital Design Sprint, 2023
- Amazon Catalyst Fellow Award, 2020

## **References**

### **Dr. Yuan-Chi Tseng**

- Principal Investigator (PI) at the Inclusive Inter-Intelligence Design Lab (iiiD-Lab) at National Tsing Hua University (NTHU)
- PI of my Human-Computer Interaction Research position at NTHU
- [yctseng@gapp.nthu.edu.tw](mailto:yctseng@gapp.nthu.edu.tw)

### **Patrick Tircshel**

- Web Developer at Celtis Ventures
- Developer for my website redesign project for RightRooms.Co
- [patrick@pmmmt.com](mailto:patrick@pmmmt.com)