

Allie Jehle

PRODUCT DESIGNER

About

I'm four years into my design career, although I like to think of myself as a lifelong learner and creative. I'm looking for a position where I can be autonomous and continue learning, either by wearing many hats or strengthening my specialization in product, UX or UI design.

Portfolio

🔗 <https://alliejehle.com>

Contact

✉ alliejehle@gmail.com

Education

Interaction Design Foundation
User Experience and Interaction Design
(With Distinction)

Dalhousie University
Bachelor of Arts, Journalism

Certifications

- Agile Advocate, 2020 (IBM)
- iOS Design, 2019 (IBM)
- Advancing Accessibility 2019 (IBM)
- Design Thinking Co-Creator 2019 (IBM)
- Level II Secret Security Clearance (Government of Canada)

Skills Summary

Adobe Creative Suite; HTML5, CSS3, AdobeXD, Carbon Design System, Material Design System; Design Thinking; Personas, User Stories, Wireframing, Prototyping; Jira, Trello, Asana; WordPress, Squarespace, Showit (CMS)

Experience

Visual & User Experience Designer Jul 2019 - present
IBM

Work closely with multi-disciplinary teams to create intuitive, human-centric websites and streamlined interfaces for mobile applications that redefine the market landscape while ensuring the attainment of clients' business and marketing objectives and brand strategies. Clients: Samsung, BCAA, City of Vancouver, Farmer's Insurance, Bank of Montreal and SunTrust Bank.

Lead UI/UX Designer Oct 2018 - Jul 2019
Global Source Trading

Designed a 40+ page product look book that adhered to corporate branding strategies and client standards; Designed and developed the company's e-commerce website.

Visual Designer Sep 2018 - Jul 2019
Dalhousie Alumni Association

Designed and managed the White Ribbon Campaign across social platforms for the Women's Division; Designed digital and print marketing materials and contributed to the management of the Association's social media page.

Founder, Editor-in-Chief, Social Media Manager Jan 2018 - May 2019
Her Circle Media

Created a collaborative space for women-identifying students and writers to publish articles; Led an executive team of seven; Edited articles; Led journalism workshops; Developed a brand strategy and designed social media graphics and promotional campaigns for the organization; Raised money for and organized social events for members.

Visual Design Intern Jan 2018 - Apr 2018
The Dalhousie Gazette

Worked directly with the publication's Visual Editor to write and edit articles, take photographs to accompany articles and create photo essays for publication; Created graphics for social media pages and learned about designing for print.

Freelance Journalist Apr 2017 - Jul 2019
Various Publications

Managed multiple articles simultaneously for several publications including Halifax Magazine (interviews with Chris Hadfield and Philip Glass), business and advertorial in LighthouseNOW, lifestyle and news in Halifax Visitors' Guide, The Fundy Guide, Nova Scotia Campgrounds Guide, Enfield Weekly Press, The Dalhousie Gazette, Dal News and Medium.com.

Product Designer May 2016 - present
Various Clients

Led and managed projects involving branding, logo design, UI/UX, website design, promotional print and digital materials. Clients: Laura Sponaugle Photography, Dua Naturo, Pomelo Digital, Global Source Trading, Cat Care Initiative, Omega Pi Sorority, Dalhousie Student Union and Campus Copy.