

HADLEY EARL ALLEN

User Experience
Designer & Strategist

CONTACT

hadleyearlallen.com
hadleyearlallen@gmail.com
linkedin.com/in/hadleyearl

EDUCATION

Syracuse University

Bachelor of Industrial Design Degree
Industrial & Interaction Design Major
Renée Crown University Honors Program

SKILLS

Hard:

Wireframes, prototypes, competitive analysis, UX and content strategy, data insights, design thinking, ideation, information architecture, journey maps, writing, 3D modeling

Soft:

Problem-solving, leadership, organization, communication, storytelling, presentations, attention to detail

Software:

Sketch, InVision, Figma, Adobe Creative Suite, Adobe Analytics, Fusion360, SolidWorks, content management systems, Microsoft Office, Google Apps

PROFESSIONAL EXPERIENCE

Experience Design Lead at Huge Inc.

Apr '23 - present

Managing multiple design teams across the account; leading client presentations, weekly meetings with Cox developers, cross-functional ways of working, and creative delivery; functioning as a true partner to Product Strategy (in brief creation, feature prioritization, etc.); contributing to program-level roadmapping and ideation.

Senior UX Designer at Huge Inc.

Feb '22 - Apr '23

Redesigned the Cox Residential e-comm flow (upper, mid, and low funnel pages) with qual + quant research at the center. Established a new design system and strategy for Cox's transition from front-end coding to a CMS. Successfully pushed internal team efficiency and external account growth.

Senior UX Designer at dentsu

Jan '21 - Feb '22

Lead a variety of Amex landing page, product detail page, and page module projects. Oversaw all CMS and international workstreams. Owned UX and content strategy efforts as well as some visual design work.

UX Designer at dentsu

Jan '20 - Jan '21

With Amex as primary client, focused on wireframes for adaptive and responsive designs, prototypes for presentations and testing, as well as (30+) CMS page builds; collaborated with developers and led user research.

Creative Coordinator & EA at dentsu

Aug '18 - Jan '20

Did some UX work for Amex and Belk. Handled agency-wide comms, staff meeting setup, PTO tracking, on/off boarding, and candidate outreach. Promoted from Admin Assistant after 3 months of supporting 8 ECDs.

Industrial & Interaction Design Lead at Cadence

Dec '17 - Feb '19

Founding startup member and patent co-owner. Headed product design and development for the brand's refillable, customizable, & sustainable travel container system that holds hair, face, body products, and more.

HONORS & LEADERSHIP

Young Innovators Workshop Competition

1 of 12 creatives selected to participate by dentsu international

Bert Rice 'Most Promising Student' Memorial Prize

Awarded by Syracuse University's Industrial & Interaction Design Faculty

Excellence by an Organization President Award

Awarded by Syracuse University at the 44 Stars of Excellence Gala

Jason L. Morales Rising Greek Leader Award

Awarded by Syracuse University Fraternity & Sorority Affairs

Most Outstanding Fundraising Event Award

Awarded by St. Jude Children's Research Hospital

President, Philanthropy Chair, & Promotional Chair

Omicron Chapter of Tri Delta