

ALLISON LAFYATIS

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EDUCATION

Northeastern University

Boston, MA

BFA in Interaction Design

Minor in Marketing

Class of 2022

University of Sydney

Sydney, AU

Fall, 2017

SKILLS

Figma

Sketch

Illustrator

Photoshop

Drawing/Sketching

Wireframing

Webflow

ADA knowledge

Web > Dev Hand-off

EXPERIENCE

Product Designer - Imprivata

Waltham, MA. April 2024 - Present

- Created and maintained a new design system alongside Principle Designer to unify Imprivata's new product/company acquisitions
- Lead and presented new navigation design for products
- Work with PM and Dev teams to implement new software features from strategizing ideal user workflows to creating intuitive UI

UX UI Designer - Berkshire Hathaway Shoe Holdings

Andover, MA. June 2022 - April 2024

- Create pixel-perfect digital design solutions via wireframes for desktop through mobile while ensuring easy hand off to development team
- Curate web and email content for multiple prominent brands (Carolina shoe, Comfortiva, Nurse Mates, and more)
- Ensured all content meets the rigorous standards of WCAG 2.0 accessibility, guaranteeing web inclusivity
- Optimize information architecture on websites to enhance user navigation, reducing frictions and increasing sales

Graphic Designer Intern - T.J. Maxx

Remote. January - July, 2021

- Conceptualized and executed compelling designs for gift cards & advertisements that are in stores nationwide today
- Collaborated closely with senior designers to create impactful store signage to enhance visual appeal of retail environment

Web & Creative Intern - Imprivata

Lexington, MA. July - December, 2019

- Assisted head designer in the website redesign project by providing feedback and managing web assets
- Provided day-to-day support to the senior designer, such as photo retouching, image resizing, and other graphic design duties