


ALLIE HERRIOTT

PRODUCT DESIGN | UX/UI | VISUAL DESIGN

CONTACT

 aherriott12@gmail.com

 allieherriott.com

 847-791-3242

 www.linkedin.com/in/allie-herriott-8044/

EDUCATION

MIAMI UNIVERSITY

Bachelor of Arts in Interactive Media Studies | College of Creative Arts

Minors: Graphic Design, Spanish

SKILLS

Interaction Design

Product Design

Design Systems

Visual Design

Web Accessibility

User Research and Testing

Mobile First Approach

Figma

Sketch

A/B Testing

Stakeholder Communication

HTML/CSS

Mobile App Design

Adobe Creative Cloud

Content Management Systems

Web Performance

Cross-Functional Collaboration

Decision Making

Strong Attention to Detail

QA Expertise

WORK EXPERIENCE

SENIOR UI DESIGNER, DESIGN SYSTEMS

Ahold Delhaize USA | August 2025 - Present

- Complete and optimize the build-out of a unified Figma library for responsive and platform-specific use, with a strong focus on Material Design.
- Develop adaptable design components, ensuring consistency across web, Android, and iOS platforms, complying to all WCAG standards.
- Mentor and educate designers on Figma and design system best practices, including component building, Auto Layout, variables, properties, design tokens, and more.
- Implement viewport-responsive patterns for rapid prototyping and design iteration.
- Collaborate closely with experience designers and developers to ensure alignment with the design-to-development workflow.
- Provide guidance and training to internal design teams on best practices for using and maintaining the unified Figma library.

PRODUCT DESIGNER II, UX/UI

Chico's FAS | January 2023 - August 2025

- Created and presented multiple UI/UX design solutions within an iterative design process.
- Transformed a Sketch library into Figma by rebuilding atoms and components.
- Created rapid prototypes and high- and low-fidelity designs, conducted user research, and synthesized qualitative and quantitative data from stakeholders and users.
- Led A/B testing initiatives to optimize the customer experience and improve conversion rates.
- Mentored designers on Figma best practices, including design system components, properties, Auto Layout, variables, and more.
- Optimized existing UI designs to deliver best-in-class digital products.
- Collaborated closely with designers, engineers, product managers, and stakeholders to gather feedback and secure approval for design solutions.
- Conducted usability testing and user research.

PRODUCT DESIGNER

InfoBeans | June 2022 - December 2022

- Built out a design system in Figma for a reputable data catalog company, modernized and delivered an interactive catalog prototype.
- Developed visual/UI designs for a financial company, also delivering via Figma interactive prototype.
- Collaborated with engineers, product managers and other designers to ensure the best quality deliverables to the clients.
- Led weekly presentations to stakeholders showing design work progress.

INTERACTIVE DESIGNER, CB2 ECOMMERCE

Crate and Barrel | July 2018 - June 2022

- Created visual assets and executed visual designs for brand/marketing banners, landing pages, and other website elements.
- Provided HTML, CSS, and JavaScript programming to implement visual designs, following existing development standards and code.
- Worked in CMS to build and launch day-to-day content and promotional messages for the website and other digital experiences.
- Assisted with larger UX/UI e-commerce projects.
- Led custom CMS implementation and optimization, as well as module/template development using Handlebars.js.
- Monitored and improved site speed, performance, and accessibility.

SEASONAL EDUCATOR

Lululemon | November 2015 - February 2016

- Seasonal hire to provide education about products and brand while creating exceptional customer experience.