

Allie Toussaint | Senior Product Designer

I'm a product designer with 6+ years of experience in delivering thoughtful, user focused designs that balance flawless visual considerations with strategic end to end roadmaps. I'm attracted to complex problems and thrive in collaborative, iterative environments.

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Sr. Product Designer at JP Morgan and Chase

February 2021-May 2024

- Owned several end to end designs of internal tools for 15K+ bankers, advisors, and other users in the firm.
- Drastically reduced the time spent on 3.5 million task and workflow related tasks completed annually across the firm.
- Delivered a range of low to high fidelity designs and developed prototypes to iteratively improve and streamline complex processes.
- Directed comprehensive product lifecycle strategies, balancing high-level vision with granular detail.
- Facilitated user feedback and usability sessions and fostered ongoing partnerships with users.
- Established strategic alliances with product managers, tech partners, and design peers.
- Collaborated with engineering teams to ensure high-quality implementation.

Product Designer at American Express

May 2019-January 2020

- Worked across teams to bring a digital checkout product (Click to Pay) to launch. Ensured that the experience simplified the online checkout process for millions of American Express card users, while also providing security features to protect against fraud.
- Strategized with business partners on the redesign of an internal onboarding tool for service providers. Led several workshops to develop a roadmap for implementing this redesign.
- Conducted user research and usability sessions in order to quickly validate and iterate on designs.
- Designed decks that communicated user flows and competitive examples to key partners and stakeholders.
- Worked closely with tech and product to rapidly iterate and meet tight deadlines.

Freelance Product Designer and Researcher

October 2018-April 2020

- Worked with early stage startups in the health and wellness space to bring user focused and prudently designed products to life.
- Conducted extensive user and competitive research in order to understand target users and build personas.
- Worked closely with founders to strategize on product offerings including marketing websites and pitch decks.
- Provided design recommendations and product planning suggestions via sketches, mockups, and interactive prototypes.

Skills

UX and visual design: Build ready wireframes/mockups, prototypes, interaction design, concept sketching, visual presentations, and template creation.

User research: Usability testing, user interviews, competitive analysis, information architecture, persona creation, and workshop facilitation.

Software: Figma, Adobe Suite, Balsamiq, Jira, and basic frontend html/css.

Education

User Experience Design Immersive at General Assembly

Bachelor of Arts in Studio Art and English at Hunter College