Alison Martin she/her

Address: Atlanta, Georgia, 30002, United States
Email: AlisonRebeccaMartin@gmail.com
Cell phone: (503) 310-2299

LinkedIn: https://www.linkedin.com/in/alisonrebeccamartin/
Website: https://www.alisonrebeccamartin.com/

Currently the solo designer at a Series B startup, Legion, connecting security-focused enterprises with their corporate memory via agentic AI workflows. Before Legion: Over 10+ years in B2B UX Design, creative-business ownership, sales mentorship, and project management. Delivers enterprise tools that drive profitability. A growth mindset has empowered skill development in every stage of the product, from UX research, systems-thinking, ideation, data-driven proposals, and teamwork to wireframes, high-fidelity interaction design, documentation, and shipping iterative features.

Professional Experience

The Product Design Team

Legion (Formerly Yurts), Remote, San Francisco, California

April 2024 - Current

As the solo designer at a high-growth AI startup, I own end-to-end design across a wide range of intelligent, security-focused enterprise tools. I help shape the product vision by leading C-suite workshops, working heavily on the strategy and product management side, building foundational systems and processes, educating front end engineering on design principles, and designing workflows for complex, high-stakes use cases.

Defining, rapidly prototyping (via Figma and vibe coding), iterating, shaping "right sized" next steps, and delivering core experiences across agentic workflows, desktop and mobile surfaces, embedded assistants, knowledge management and discovery, collaboration and productivity surfaces, and admin configuration flows.

- Lead product design from 0→1 on multiple features, turning abstract AI capabilities into trusted, valued interfaces

- Partner closely with a solo PM, a team of FE, BE, and ML engineers, and leadership to shape product direction and inform roadmap priorities

- Own lightweight design system for rapid iteration and cross-product consistency

- Lead and execute on-site and remote research initiatives using qualitative, quantitative, and proxy-insight methods

- Support a "be your customer" internal environment, testing and validating workflows when user access is restricted

- Lead org-wide usability workshops and design reviews

- Present regularly to leadership, advocated for design in strategic conversations, and aligned stakeholders around user needs

- Shape company-wide design culture through creating a "learn, do, teach" curriculum to mentor engineers in critical design principles

Senior Product Designer

Field Nation, Remote, Minneapolis, Minnesota

May 2023 - February 2024

Mobilized cross-functional teams to streamline the workforce marketplace. From the interaction design to the match algorithm, we paved the way for upcoming AI/ML integrations. We reduced vetting from dozens of technicians to under 5 per work order and clicks per vetted technician from up to 20 to under 3.

These efforts are projected to significantly cut onboarding costs for SMBs, curb cancellations, and enable automation, supported by comprehensive design enhancements and the introduction of vital features for enterprise market adoption. Contributed the following:

- Performed a deep dive into legacy complexities responsible for cost-prohibitive onboarding for potential new accounts.

- Collaborated with cross-functional teams to identify and prioritize roadblocks preventing a redesign of essential business features.

- Galvanized the team to embrace modern product processes, redefining problem scopes,

and promoting adoption of contemporary design principles -- propelling the team toward elevated, user-driven solutions.

- Drove rigorous problem validation efforts, conducting extensive user interviews, uncovering core motivations, and eliminating manual workarounds.

- Facilitated usability tests to validate user flow and information prioritization and hierarchy.

- Translated research into solutions meeting user needs with precision while strategically aligning with imminent business expansion objectives, targeting enterprise market growth.

- Applied a user-oriented perspective to the development of a new marketplace algorithm, carefully incorporating user goals and optimizing its ability to deliver tailored solutions.

- Redesigned critical elements of the marketplace user flow to support the reduction of backend complexities. Including, but not limited to, the design exercises/processes/tools such as storyboarding, card sorting, user personas, user flow diagrams, user stories, Jobs to be Done, documenting existing user flows and competitor analysis, collaborative brainstorming sessions, rapid sketching, wireframing, rapid prototyping, low and high fidelity design, and comprehensive documentation.

Senior UX/UI Designer

ClickBank, Remote, Boise, Idaho

August 2020 - May 2023

Modernized legacy UX and expanded a suite of 10+ industry-innovating business tools with 4 development teams, supporting annual sales of $1.5B with notable outcomes including:

- Industry-innovating commission tool currently generating over $100M annually. - Shopify API integration with a new market projection of $12M in its first year. - 90%+ increase in sales attributed to physical products on the platform. - Exceeding company's 2022 revenue goals and KPIs, in 2023, the first $100M month.

- Conducted quantitative and qualitative research, updated user personas, user stories, user journeys, executed collaborative cross-functional ideation across 7 departments, resulting in:

- User-centered conceptual solutions that drive market expansion and business value. - Agile wireframing and improved information architecture for 10+ tools. - Refinement of

high-fidelity, WCAG-compliant designs through A/B and usability tests. - Migration and release plans that supported 90k+ authenticated users per month.

- Established and advocated for best practices in user-guided product design, design systems, team communication, accessibility, and diversity throughout the 200+ person company.

Sales Team Leader

Kindred, Contract, Remote

August 2015 - June 2020

Trained and mentored 30+ sales leaders in building a 400+ customer base.

- Designed and hosted live virtual presentations for 100+ people.
- Developed and delivered twice weekly training materials for sales team members.
- Conducted training monthly sessions on sales techniques and product knowledge.
- Coached sales representatives to improve their skills and sales by 100%-300%.
- Organized and facilitated team-building activities to improve collaboration.
- Exceeded industry averages with 10+ people reaching the top 10% of the organization.

Creative Business - Hand Lettering & Graphic Design

Wayfarer's Creative (Owner), Austin, Texas

June 2012 - July 2016

Designed for brides, business owners, and a conference under tight deadlines. Work seen on HGTV.com, Martha Stewart Weddings issue, The Knot, TRIBEZA, and more.

Education

BloomTech
User Experience Design

Texts State University

Fine and Studio Arts

Skills

Figma*
v0*
AI coding tools*
Agentic workflows*
Business strategy*
Brainstorming & ideation*
Cross-functional collaboration*
Qualitative research*
Quantitative research
Stakeholder interviews*
Service blueprint
User personas & stories*
User flows & journey mapping*
Information architecture
Rapid prototyping*
Card sorting
Wireframes*
Heuristic analysis
Low-fidelity design*
High-fidelity design*
Vector illustration
Microservices
HTML & CSS
WCAG*
Smart contracts
Design systems
Mentorship*
Agile methodologies
Presentations*
A/B & usability tests*
Jobs-to-be-Done
Notion
Linear
Jira & Confluence
Lucidchart
Optimal Workshop
Maze
Usability Hub
User Zoom

*List includes skills, tools, and methodologies with competency. The * denotes expertise and passion.*