

Alison Ostendorf

Entrepreneur • Design Leader • Product Designer • UX Designer • Product Manager • Advisor • Mentor
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Experience

Director of Design | Polly

October 2019 - April 2023

As the first designer in a fast growing FinTech startup based in San Francisco, my responsibilities included anything related to UX design, UI design, and design leadership as the company grew from Seed stage to Series B.

Specifically:

- Visioning, researching, testing, and delivery of innovative new product designs and features that grew the platform and its revenue
 - user research and user testing
 - deep collaboration with internal and external stakeholders
 - wireframing and click-through prototyping in Figma
 - user acceptance testing (UAT) and frontend QA
 - writing, and helping to prioritize frontend enhancements and bugs
 - influencing the product roadmap, acting as an advocate for our users
- Maintaining a sense of brand consistency for our one unified platform while rapidly developing new products.
 - ownership of the UI components of a growing design system
 - internally publishing design standards to empower developers and product managers to make their own design-approved decisions when needed
 - collaboration with Sales, CS, and with Marketing on tone, style, and vision for upcoming features
 - writing and editing UX copy for clarity and consistency of brand voice
- Team leadership
 - co-creating internal process for five Agile teams
 - scaling and nurturing a Design team
 - facilitating consistency of product vision with stakeholders, to enable efficient and aligned decision making

Co-founder & Product Owner | LNQ

December 2016 - Current

As the product co-founder for this stealth startup, my responsibilities include everything from ideation of the product to its ongoing releases and testing.

Specifically:

- establishing the company mission and product vision
- researching, writing, and maintaining the roadmap and product requirements within an Agile framework
- leading design efforts for all new features and enhancements
- facilitating the creation and evolution of a modern design system
- oversight of brand identity across all platforms
- creating and managing product development tickets
- hosting regular standups with engineering
- conducting user testing and translating the results into improved features
- giving product demos during pitches to investors / external stakeholders
- validating and maintaining a modern product with competitive features and architecture as the industry evolves

Skills

Agile, Scrum

Brand Management

Copywriting / Copyediting

Data Visualization

Design Ops

Design Systems

Design Team Leadership

Design Thinking

Empathy Mapping

Frontend Web Development

Generative AI

Information Architecture (IA)

Mentorship

Monetization

Offshore Dev Management

Product Design

Product Management

Prototyping

QA

Social Emotional Intelligence

Storytelling

Thought Leadership

User Testing

UX Design

Freelance Web Designer & Developer, Advisor | Responsive Redesign

2016 - 2020

As a freelance web designer and developer, I focused on bringing older brands into the modern age of mobile and accessible web design. Responsibilities included:

- mobile responsive web design
- brand strategy and graphic redesign
- front end web development
- new website deployment
- offshore developer management
- business development
- client management

As an advisor to other startup founders, I collaborated with founders of new ventures to ensure

- relevance and quality of product design and technical build
- alignment with their company mission and vision
- smooth operations and growth of the company
- maintenance of mental health while working to stabilize a new venture

Occasionally, I served as Interim CTO or as Interim Product Manager until the client was able to hire a long term resource.

Co-founder & COO | Socialwise

2014 - 2017

As the technical and sustainability-minded co-founder of this Benefit Corporation that drop shipped office products to corporations, my responsibilities were around ensuring the company's internal operations and scalability.

Specifically:

- setting up internal systems that allowed our dispersed team to scale and to work remotely
- growing our brand as an environmentally friendly office supply company
- ensuring accuracy of sustainability-related claims
- hiring, firing, and team oversight
- startup fundraising
- networking and activism in Washington, DC
- developing strategic partnerships with other Benefit Corporations in order to expand our catalog
- collaboration in ongoing business development and client success
- gathering feedback from clients in order to improve the business and its technology
- feature enhancements to our ecommerce platform and its integrations

Licensed Real Estate Agent, New York City

2012 - 2015

As a licensed real estate agent in New York City, I was responsible for creatively setting up and managing real estate deals, conducting due diligence. I was also able to gain experience in the management of residential real estate investment renovation.

Theatrical Lighting Designer and Stage Manager | Freelance

2004 - 2013

As a self-taught lighting designer and stage manager in the San Francisco Bay Area and in New York City, I worked on well over 100 productions ranging from community theater to off Broadway. (See separate resume, complete with lighting design awards)

Industry Experience

Community Management

Ecommerce

FinTech

Information Management

Mortgages

Real Estate

Sales / Biz Dev

Scientific Research

Startups / Tech

Sustainability

Technical Theatre