Molly Lester
Product Designer

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Hello

I believe design helps us better understand human behavior, and allows us to create intuative and delightful experiences.

Education

Designation Labs
UX/UI Apprenticeship
Jul 2015 - Oct 2015

University of Michigan
BFA Art and Design
2011 - 2014

Michigan State University
Arts and Humanities
2010 - 2011

Expertise

Proficient

Illustrator
Photoshop
Indesign
Research
Wireframing
Prototyping
Branding
UX Strategy
Graphic Design
UI Development
Sketch
Invision
Axure
Facilitation (LUMA)

Intermediate

Maya
3DS Max
Javascript
Interaction Design
HTML5/CSS
Figma

Exploring

After Effects

Education

Allstate
Product Designer & UX Architect / Jul 2016 - Currently

- Managed and lead design strategies for Allstate's agent and consumer focused mobile website and native applications
- Worked with various stakeholders and development teams on an enterprise system in an effort create data consistency between multiple lines of business
- Conducted varying levels of research on Allstate's claim process; including contextual inquiry, user interviews, and usability testing
- Implemented designs for life insurance applications to create a faster and streamlined servicethat produced an improved completion rate of life policies
- Helped to define animation guidelines for the Allstate UX Design System

Blue Chip Marketing
UX Architect / Feb 2016 - Jul 2016

- Worked in an Agile environment on a variety of mobile and web projects for high profile clinical research and marketing clients
- Translated designs from concept to high-fidelity mockups and prototypes incorportating design principles
- Created personas and flows to build empathy for users

Designation Labs
Designer-in-Residence / Oct 2015 - Jan 2016

- Lead 18 students through virtual 6-week programe introduction with weekly video chats, critiques, and grading
- Participated in bi-weekly brainstorming sessions with program director to improve curriculum
- Facilitate learning processes for 53 students through individual critique and directed feedback