

ALLISON CARTER

UX Research, Design & Photography

423-413-3675 | alleighc@gmail.com | www.allisphere.com | Atlanta, Georgia

Summary

I am a UX Researcher dedicated to enhancing user experience and satisfaction. Drawing from my experience in photojournalism, I bring a unique perspective to my research work by employing a curious, empathetic approach that cultivates an environment of trust, allowing users to freely express their experiences. My skills in user research were showcased when I successfully led the first-ever usability testing on the Georgia Institute of Technology websites.

Work Experience

UX Researcher & Photography Specialist

Institute Communications - Georgia Institute of Technology (2024 - Present)

- Led the Georgia Institute of Technology's first-ever usability testing including recruiting, creating tasks and moderating 10+ usability testing sessions.
- Develop qualitative and quantitative UX studies to identify opportunities for improving websites at Georgia Tech, a top-10 ranked U.S. public research university with over 45,000 students and employees and 150+ research centers.
- Establish the UX team's research initiatives to increase collaboration and adoption of data-driven design within the Georgia Tech campus community, which spans six colleges and over 130 degree programs.
- Analyze and interpret data through methods such as affinity mapping, prioritization matrices, lostness mapping and creating user personas to gain insights that lead to higher engagement with target audiences.

Photographer

Institute Communications - Georgia Institute of Technology (2018 - 2024)

- Conduct photo shoots to support 6 colleges and 31 departments and academic units on a 50,000-person campus.
- Pitch creative briefs that reflect narratives of Georgia Tech's community for projects including a feature story on Atlanta Mayor Andre Dickens that was in the top 5 of viewed pages for 2022.
- Adapt to understand high-level concepts and produce content that reflects a deep holistic understanding of the subject.
- Coordinate with cross-functional teams on storytelling projects for Women's History Month and Black History Month to showcase the strategic goals of the Institute.

UX Designer, UX Researcher and Project Manager

UGA's Cognitive Aging Resource and Education Center (2023 - 2024)

- Selected for a special project to create a digital footprint for UGA's CARE Center, including a website, video series, and social media plan.
- Created agendas for team and client meetings to maintain deadlines, meet stakeholder needs, and communicate user research results.
- Implemented field studies for UX research, influencing design decisions and strategy.
- Identified target audiences for CARE's products to understand users' motivations and needs.
- Analyzed data from qualitative and quantitative research to objectively view client and user needs, behaviors, and stories.
- Conducted remote usability testing to identify pain points and user behaviors, improving the website and video series.

Photojournalist

Times-Daily, Newspaper (2012 - 2018)

- Create quality images on a daily deadline to meet print production for a 30,000 circulation newspaper.
- Quickly assess an assignment and capture key storytelling moments at an event resulting in 14 - 20 image gallery.
- Draft and revise questions for interviews that assisted in constructing written text that accurately documented a topic.
- Interact and connect with members of a 40,000 person community to understand their needs.

ALLISON CARTER

UX Research, Design & Photography

423-413-3675 | alleighc@gmail.com | www.allisphere.com | Atlanta, Georgia

Relevant Experience

Creator, Host and Producer

Not Your Little Lady Podcast (2017 - Present)

- Identify, research and reach out to guests who fit the NYLL brand mission.
- Organize and create social content to meet brand guidelines. These efforts lead to an average of 400 downloads per episode.
- Combine research and information to curate interview questions that engage guests and listeners.
- Listen and select audio content to create over 120 episodes that tell the stories of women and femme-identifying individuals living in the American South.

Core Skills

UX Research (Usability Testing, Field Studies, User Interviews, Surveys, Tree Testing)

UX Design (Wireframing, Prototyping, Information Architecture)

Data Analysis (Affinity Mapping, Prioritization Matrices, Lostness Mapping)

Tools (Figma, Adobe Suite, Qualtrics, Google Analytics)

Project Management (Stakeholder Communication, Agile Methodologies)

Photography & Content Creation (Photojournalism, Storytelling, Podcast Production)

Education

University of Georgia

Master of Arts- Emerging Media

University of Georgia

Bachelor of Arts - Magazines with an emphasis in Photojournalism

Minor: Italian

Awards

Alabama AP Awards - 1st Place - Photo Story

Alabama AP Awards - 3rd Place - Spot News

5Cs Quarterly Institute Communications Award - Collaboration & Strategy