

ALISON OSTENDORF

Digital Product Designer, UX Designer, Entrepreneur
aostendorf@gmail.com | 408.859.9947 | San Francisco Bay Area
M @alisonostendorf, G aoprojects, AlisonOstendorf.com

Work summary:

- Entrepreneur since 2005
- Digital product designer, UX designer, product manager, web developer, data scientist, startup founder/co-founder
- Advisor to new startup founders

Current goal:

Bring my experience as a new product entrepreneur and startup founder into an innovative tech company in San Francisco, preferably a venture working in sustainability and/or systems design.

SKILLS

Product UX design:

- Adobe XD - prototyping
- Sketch - prototyping
- InVision - prototype testing, team collaboration
- Abstract - version control for designers
- Adobe Photoshop - image manipulation
- Adobe Illustrator - vector and icon design
- Graphic - vector and icon design
- Canva - marketing material design

Development:

- HTML
- CSS, Sass
- JQuery
- Ruby on Rails
- Git, Github
- Bootstrap framework
- Mobile responsive web design

General:

- Data science
- User testing
- Prototyping
- Designing & testing mock-ups
- Offshore team management

- Agile team management
- Digital product design & strategy
- Technical project management
- Product branding
- UXUI design
- Graphic design
- Digital marketing
- Sales strategy
- Startup fundraising
- Startup operations
- Systems automation
- Resource management
- Social-emotional intelligence, leadership

WORK EXPERIENCE

LNQ Systems (2017 +) - Product + UX Designer, Product Manager, Co-founder

Product + UX Designer: Hands-on design for all new features and enhancements. Lead all design and testing efforts to create a modern product with competitive features. Directly manage a team of 6 in the US and an off-shore product development lead in Pakistan. Manage design team workflow. Own the brand identity across all platforms. Communicate with user base, conduct user testing, design custom data dashboard to manage product insights.

Product Manager: Align product and company roadmaps with product and company visions. Write and test product requirements. Create and manage product development tickets. Lead weekly standups with engineering and product.



Alison Ostendorf Consulting (2018 +) - Product and Startup Operations Consultant

Collaborate directly with the founder of a new venture to ensure quality of product design and technical build, alignment with company mission and vision, smooth operations and growth of the company, and guidance around maintaining mental health while working to stabilize a new venture. Often serving as Interim CTO or as Interim Product Manager.

Responsive Redesign (2016 - 2019) - Web Designer, Web Developer, Owner

Regularly redesigned, developed, and launched new and custom websites for small to mid sized businesses in need of a modern redesign. Projects focused on design for the Millennial mobile user, and handled all rebranding aspects as needed; ranging from building new websites in raw code, editing existing templates within popular content management systems, modifying vector graphics, and setting up API integrations.

Socialwise Partners Inc. (2014 - 2017) - Chief Operating Officer, Co-founder

My responsibilities included maintaining smooth internal operations of the startup, raising startup capital, developing strategic partnerships with other Benefit Corporations in order to expand product offerings, growing our brand as an environmentally friendly office supply company, oversight of recruiting and HR, and assisting with ongoing business development.

Direct Respect Realty LLC (2012 - 2015) - Real Estate Investor & Licensed Agent

As a private investor and licensed real estate agent in New York City, I was responsible for creatively setting up and managing deals, conducting due diligence, and managing property renovation for residential real estate projects.

ADDITIONAL INDUSTRY EXPERIENCE

- Environmental sustainability
- Product Testing, UserTesting.com
- E-commerce resale of wholesale office supplies
- Real estate investment strategy
- Scientific research & microscopy
- Theatrical stage management
- Theatrical lighting design
- Activism & community leadership

Testimonials and an expanded portfolio
are available at AlisonOstendorf.com

