



# AMY ALLAR

UX STRATEGIST & DESIGN LEADER



UX MASTER CERTIFIED

Central Pennsylvania, USA

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## PROFILE

Inspiring a team to be stronger, more authentic, and more understanding of each other is my definition of success – what I push for each day. The optimal experience considers the larger journey with all its complexities – this is my forte. Time and experience, models of excellence, and the right questions have honed my skillset to what I bring on every journey.

## NOTEWORTHY

### PORTFOLIO

[amyallar.com](#)

### PUBLIC SPEAKING

[KM World 2018](#)

[User-centric Intranets](#)

## EDUCATION

- **AMAZON WEB SERVICES | AWS | 2022**  
AWS PARTNER ACCREDITATION (BUSINESS)
- **NIELSEN NORMAN GROUP | NN/g | 2020-2021**  
MASTER CERTIFICATE IN USER EXPERIENCE  
With Specialty recognition in UX Management and UX Research  
UXMC# 1036357 | Earned September 3, 2021
- **INTERACTION DESIGN FOUNDATION | 2018-PRESENT**  
MULTIPLE CERTIFICATES IN UX DESIGN  
Information Visualization, UI Design Patterns for Successful Software, Gestalt Psychology, Usability Testing | Membership# 30234
- **W3C x | 2021**  
WAI0.1x: INTRO TO WEB ACCESSIBILITY  
World Wide Web Consortium's Web Accessibility Initiative.  
Certificate# 29bba28c74b845cca65d93ec5a1711b8 | Earned October 5, 2021
- **PURDUE UNIVERSITY GLOBAL | 2016-2018**  
ASSOCIATE OF APPLIED SCIENCE IN IT
- **KAPLAN CAREER INSTITUTE | 2004-2006**  
12+ CERTIFICATES OF CLASSROOM INSTRUCTION
- **LEBANON COUNTY CAREER & TECHNOLOGY CENTER**  
COMMERCIAL ART & DESIGN CERTIFICATE | 1994-1995

## EXPERTISE

### UX STRENGTHS

- Agile Methodologies
- Application Design
- Assessing UX Designs
- Cognitive Walkthroughs
- Coaching & Mentoring
- Consultations
- DesignOps
- Design System Vision
- Design Thinking & HCD
- Heuristic Evaluations
- Interaction Specifications
- Interview Facilitation
- Journey Mapping
- Lean UX
- Pattern Libraries
- Persona Creation
- Product Design & Strategy
- Prototyping – all levels
- Requirements Setting
- Service Blueprinting
- Story Mapping
- Team Management
- Usability Testing
- User Research
- Workshop Facilitation

# EXPERIENCE

## **DIRECTOR OF EXPERIENCE DESIGN**

TYLER TECHNOLOGIES | JAN. 2021 - JULY 2022

Pennsylvania portal of NIC Division, known as PA Interactive. Responsible for successfully leading PAI staff and UX team in working with Commonwealth of PA – providing product strategy, citizen advocacy, UX and UI design and dev, information architecture, content management, user research, and workshop facilitation. Leading human-centered design among cross-functional teams, including Design System, WordPress and SharePoint, custom app development (including mobile apps). Leading growth of accessibility, analytics, and user research. PM of PA's Fish Boat and Game Commission agencies' mobile apps coordinating multi-team efforts on-time and user-optimized.

## **UX/UI DESIGNER**

FULTON BANK | AUG. 2017 - DEC. 2020

Led the practice of UX/UI Design as the first and only at Fulton. Guided IT peers and design individuals in other departments to commit to applying UX methodology – forming a self-empowered Design Task Force – wire-framing, prototyping, re-working information architecture, re-structuring content, setting digital design standards with Design System. Gained support & momentum from IT's Solutions Dev team, building Fulton's pilot agile team through direct partnership with first ever business-turned-product owner, creating a well-received, self-sufficient, modern, responsive, fully in-house built product with tremendous financial impact to commercial banking.

## **EXPERIENCE DESIGNER**

TE CONNECTIVITY | MARCH 2008 - JULY 2017

Started as one of the first UI designers and for the first five years was the only one who developed all customer-facing front-end interfaces (HTML, CSS, JS) for back-end development teams. Basic usability evolved into user experience as we started formally testing fully-functional prototyped designs I created and specified for dev efforts. I created digital style guides, pattern libraries and branding guidelines (teamed up with Brand and Marketing).

I was key in TE's success in moving to AEM platform, working with outside agencies, setting DAM standards, & training content creators.

## **WEBSITE DESIGNER AND DEVELOPER**

TRC INTERACTIVE | 2007 - 2008

Designed and developed online bank training modules (full user interactivity, audio, video) using HTML, Flash, JS and XML – for banks in North America. Created graphic design and brand development for RBC Centura, BB&T, 3SI Security Systems, and RedHat.

## **DIGITAL ARTS INSTRUCTOR**

KAPLAN CAREER INSTITUTE | 2004 - 2006

Taught & managed 6 classes/day during every 12-week term in the Digital Arts Curriculum. Became adept at classroom management, course and lesson planning, instruction, and successful coaching of each student through their 18-month schooling. Continual education, flexibility, teamwork, and faculty support were crucial. Taught numerous courses in Business Accounting & Business Admin, Medical Assisting, Criminal Justice, Computer Networking Admin & Computer Business Systems Programs.

WORK HISTORY PRIOR TO 2004 AVAILABLE UPON REQUEST

# EXPERTISE

## **SPECIALTIES**

- Graphic Design
- Branding & Identity
- Illustration
- Typography
- Photography
- Photo Manipulation
- UI Design & Development
- App Design (Web & Mobile)
- Project Management

## **SOFTWARE**

- Figma & Figjam
- Adobe XD, Photoshop & InDesign
- Adobe Illustrator & Acrobat
- Axure RP Rapid Prototyping
- Azure DevOps & Jira
- MS Office 365 & Visio
- MS Visual Studio
- Camtasia Studio (video & audio)
- Adobe CQ & AEM
- SharePoint & Nintex
- QuarkXpress & Corel
- Ionic Cordova (mobile app dev)
- BrowserStack App Live

## **HOBBIES**

- Gardening & Landscaping
- Hiking, Exploring & "Wilding"
- Painting & Drawing
- Playing Piano
- Reading & Writing
- Psychology & Human Behavior
- Anthropology & Geology
- Making Jewelry & Pottery
- Photography
- Weightlifting & Yoga
- Woodworking
- Playing my Vinyl LPs
- GF Cooking & Baking

## **FAVORITE PLACES**

- My gardens
- Iceland
- Colorado
- Southern beaches
- Rural wooded lands