

CONTACT

M: +1 305 502 2391
W: www.allisonbouganim.com
E: ab@allisonbouganim.com

SOCIAL

Medium: /@allisonbouganim
LinkedIn /in/allisonbouganim/
Dribbble: dribbble.com/allisonbouganim
Press: allisonbouganim.com/press

SUMMARY

Allison is a designer who leads with empathy, curiosity, and positive skepticism to tackle complex problems within digital experiences and organizational change. She transforms human insights into services, products, and experiences - all intending to drive sustainable impact.

She has a transdisciplinary background in Industrial Design and Fine Art while expanding her toolkit into video editing, visual design, storytelling, and systems complexity. She received an MA from Hyper Island, focused on Systemic Design, and has since spoken about Systems Thinking and Sustainability at international design conferences.

She is constantly expanding her toolkit because she is foremost a problem solver who can leverage her UX Design skillset, innovation strategies, visual storytelling tools, and systems design frameworks to create interventions.

2019-2020, Hyper Island, Stockholm - MA Digital Management & Design

Thesis focusd on Systemic Design. Significant areas of focus included: Design Thinking, Digital Technologies, Managing Projects and Teams, & Innovation.

2019, California College of Art, extension school - Graphic Design

This was a 12-week course focusing on: grid systems, typography, hierarchy, color, and layouts for print and web.

2017, General Assembly - UX Design

User Experience design intensive immersion course.

2013-2016, Florida International University - Industrial Design & Fine Art

Dual enrollment, interdisciplinary studies physical product design and painting.

ALLISON BOUGANIM

SOCIAL INNOVATION | STRATEGY | SYSTEMIC DESIGN | STORYTELLING

EXPERIENCE

MARCH 2021 - MAY 2022
FJORD, INNOVATION & DESIGN; ACCENTURE - SYSTEMS DESIGN NA LEAD

The North American lead for the Systems Design community of practice. Focused on creating systems frameworks, defined tools and tasked with formalizing this design capability within Fjord and Accenture Interactive.

- Promoted the learning and application of hybrid methods taken from systems and design thinking to tackle complex problems.
- Collaborated with global leads to distribute educational resources and training programs across the organization.
- Designed and facilitated workshops mapping complexity amongst different wicked problems, brainstorming interventions & translated ambiguity into actionable steps.
- Spoke at IxD Conference 2021, SCAD graduate school of sustainability & more.

FEBRUARY 2017 - MAY 2022
FJORD - SERVICE AND INTERACTION DESIGNER

Previous clients include: City of Hope, Microsoft, Nike, AT&T, TD Ameritrade, ZEISS, Humana, State of California, Skysthelimit.org, and more.

- Conceptualized the future vision experience for a national healthcare company and delivered directional designs for their customer portal. Worked with business leads and customers throughout the research and conceptualizing phase.
- Designed a digital compliance management portal for a large telecommunication company to increase workflow visibility and collaboration among employees. Deliverables include data and compliance requirements as well as annotated wireframes.
- Led the UX/UI redesign of an iOS app and a corresponding landing page for an internationally distributed product that connected entrepreneurs with mentors and professional resources. Featured included a blockchain ledger for transparent funding allocation.
- Oversaw the creation of visual assets for a co-creation workshop, facilitated discussions, and synthesized findings for a government entity.

AUGUST 2021 - PRESENT
WORLD ECONOMIC FORUM - GLOBAL SHAPER, VOLUNTEER

The Global Shapers Community is a network of young people driving dialogue, action and change. Local support to drive global impact.

CORE COMPETENCIES

- Systemic Design
- UX Design / Interaction
- Service Design / CX
- UX Writing
- Storytelling
- Co-Creation
- Workshop Facilitation
- Design Research
- Team Building
- Visual Design fundamentals
- Information Architecture

TECHNICAL

- Full Adobe Creative Suite (Illustrator, Photoshop, Premiere...)
- Prototyping tools (Figma, Miro, Marvel, XD, Mural, InVision)
- Keynote / Powerpoint
- AR basics in Unity

SKILLS & METHODS

- Qualitative Research (Stakeholder / User Group Interviews)
- Research Synthesis (Affinity Mapping, etc)
- Personas & Mindsets
- Journey Mapping
- Rapid Prototyping
- Service Blueprinting
- Ecosystem Mapping
- Business Model Canvas, Prioritization, Team Alignment
- Root Cause Analysis
- Googling the right questions

CERTIFICATES

- Systems Practice Course, +Acumen
- Rare by Google, Leadership Cohort '21
- Introduction to Psychology, Yale
- Adobe Photoshop certification