

Allison Poon

Digital Designer

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973-216-3836

EXPERIENCE

MCD Partners, Designer

SEP 2019 – JUL 2024 | NEW YORK

- Played a key role in the design transformation of Discover Bank's website and app, contributing to the 'Best Online Banking Experience 2022' award from NerdWallet, and led the award-winning redesign of the Discover Personal Loans site to enhance user experience.
- Developed a cohesive design system and reusable components, ensuring consistent navigation and clarity across multiple pages while conducting user testing to refine functionality.
- Produced visually compelling marketing materials, including emails and presentations, while maintaining brand consistency and demonstrating meticulous attention to detail in complex banking projects.

Interbrand, Design Intern

JUN 2019 – AUG 2019 | NEW YORK

- Provided essential creative assets for client presentations, emphasizing business strategy and branding alignment.

Johnson & Johnson, Digital Experience Design Intern

JUN 2018 – AUG 2018 | NEW YORK

- Crafted comprehensive high and low-fidelity wireframes, user-centered flows, and intuitive site maps, adeptly conveying interaction and design concepts to enhance user experience.

iPullRank, Design Intern

JUN 2017 – AUG 2017 | NEW YORK

- Designed digital marketing assets including ads, infographics, web page mockups, and presentations

Mastery Education, Design Intern

JUN 2016 – AUG 2016 | NEW JERSEY

- Created print media including educational workbooks, pamphlets, and informational documents for rebrand

EDUCATION

SEP 2015 – MAY 2019

Maryland Institute College of Art — Bachelor of Fine Arts, Graphic Design

SKILLS

Digital tools: Sketch, Figma, Zeplin, Marvel, Miro, InVision, Axure, Adobe Creative Suite, Cinema 4D, Microsoft Office, Keynote

Design skills: UI/UX Design, Branding, Typography, Illustration

AWARDS

2023

Best User/Customer Experience Initiative (Discover Personal Loans Site Redesign) - *Banking Tech Awards USA*

Honoree for Best User Interface (Discover Personal Loans Site Redesign) - *Webby Awards*

#1 in Customer Satisfaction (Discover Online Savings), **#2 in Customer Satisfaction** (Discover Online Checking Accounts) - *J.D. Power*

2022

Best Online Banking Experience (Discover Bank) - *Nerdwallet*