

# FELICITY ALLEN

## UX DESIGNER & INDUSTRIAL DESIGNER

User Focussed | Innovative Usability Designer | Team Management | Research Orientated | Creative Problem Solver | Stakeholder Engagement | Agile Ideator | Inter-Team Collaborator | Design Thinker with a focus on user centred design.

### CONNECT

- ✉ [Fleeallen94@gmail.com](mailto:Fleeallen94@gmail.com)
- Behance [behance.net/fleeallen](https://behance.net/fleeallen)
- in [www.linkedin.com/in/felicity-allen](https://www.linkedin.com/in/felicity-allen)
- 🌐 [www.felicity-allen.com](https://www.felicity-allen.com)

Seattle, WA 98103

### TOOLKIT

- Illustrator
- Photoshop
- Figma
- SolidWorks
- Keyshot

### TALENT & SKILL

- Product design
- User-experinece design
- Design collaboration
- User Research
- Design thinking
- Digital design
- Problem solving

### PERSONAL INTERESTS

- Drawing
- Painting
- Fiber Arts
- Sewing
- Cooking
- Freelancing

### DESIGN EXPERIENCE

#### Product Co-Founder - ETC Designs, Moth Light

2019 | Cape Town, South Africa

Co-founded, designed, and manufactured the Book Moth. This innovative reading light clips onto your book ensuring an optimal reading experience regardless of the external light conditions. The light is rechargeable and offers a wide variety of colour options.

Played a key role in taking the product from design to manufacturing. I conducted user research, worked directly with wholesalers, created branding, facilitating product marketing and managed sales distribution. The book moth made a profit of R5000 (USD340 in 2019) in the the first two months on the market.

### WORK EXPERIENCE

#### Child Care Provider - Aupair through Cultural care

2020-2023 | WA, USA

Facilitated child development and early childhood education. I became skilled in analysing situations and making well-considered and effective childcare decisions, ensuring the safety and well-being of children under my care. Expanded on my experience working with individuals from diverse cultural backgrounds and various multidisciplinary fields.

Developed important skills such as perseverance, intercultural competence, activity planning, time management, flexibility, and resilience.

#### Store Supervisor - Wakaberry

2015 | Cape Town, South Africa

Overseeing and managing the daily operations of a frozen yogurt retail store. My responsibilities included maintaining an efficient and organized store-front, managing and training over 20 staff, addressing customer requests, processed transactions for 100 customers per day as well as monitoring shelf stocks and product displays.

### EDUCATION

#### Cape Peninsula University of Technology

2016-2019 | Cape Town, South Africa

Bachelors of Industrial Design

#### Bellevue College - Tombolo Institute

2020 | Bellevue, WA

Certificate in the Design Thinking Program

#### Google Professional UX Design Certificate

2024 | Remote