

allison krausman

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Senior Product Design Manager | Feb 2023 – Oct 2023

In this role I led a team of 4 product designers across 3 patient-facing product areas. I oversaw all design work executed on these teams, and collaborated closely with the teams on product definition, through execution. I also partnered closely with product design leadership to lead the Product Design team, iterating on team processes, handling design operations, and overseeing design quality and output.

BuzzFeed, Inc. ~

Product Design Director | Aug 2022 – Dec 2022

In this leadership role I led a team of 5 product designers and managers across 3 consumer-facing and internal tooling teams. I also co-led the entire Product Design team with the Sr. Product Design Director and VP of Product Design, leading design operations, staffing, and overseeing design quality and output. I collaborated with product and engineering peers to drive product strategy and improve processes around product definition, collaboration and cross-functional team leadership across BuzzFeed Tech.

Product Design Manager / Staff Product Designer | March 2019 – Aug 2022

In this hybrid individual contributor and management role, I led a team of 3 product designers across 3 consumer-facing and internal tooling teams, and co-led the entire Product Design team with the Design Director and Product Design Manager – leading design operations, staffing decisions, and overseeing design quality and output. On the IC side, I led Product Design on Tasty, responsible for design quality and cohesion across Tasty, and overseeing another product designer on the team. I closely collaborated with my product and engineering team leads to craft strategy and define processes for the Tasty team, shaping it into one of the highest performing cross-functional teams in the BuzzFeed Tech Org.

Senior Product Designer | Feb 2017 – March 2019

Product Designer | Feb 2014 – Feb 2017

In these roles, I collaborated with product, engineering and various internal stakeholders to design and build experiences across BuzzFeed's entire suite of products including BuzzFeed.com and the CMS. I contributed to all phases, from definition to shipping, through the learning and iteration.

Plenty NYC ~

Designer | May 2010 – Feb 2014

Designed web experiences for clients including NHL, Jones New York and Nine West.

BFA Communication Design, University at Buffalo