

ALLISON BOOZER

Director of User Experience
Design Leader

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UX leader with 10+ years scaling design teams and shipping consumer products at scale. Currently Director of UX at Indeed, leading Profile and mobile UX for the company's top-rated Job Seeker apps (60M+ monthly users), partnering across Product, Engineering, and Research to set strategy. Grew mobile from 30% to 61% of total job seekers, built Indeed's first mobile design system, and led UX for the company's first AI career products — helping the app reach the top 10 on iOS.

EXPERIENCE

Director, UX

Indeed | Nov 2025 - present

- Lead UX strategy across Indeed's Profile and top-rated Job Seeker mobile apps, reaching 60M+ monthly job seekers
- Owned UX for Indeed's AI career products, Career Scout and Pathfinder, delivering AI insights at the moments that help job seekers get hired
- Direct and grow a team of 8 UX designers, owning hiring, mentorship, and career development to sustain a high-performing, feedback-driven org
- Partner with Product and Engineering leadership to define product vision and set multi-quarter UX strategy across Mobile Apps and Profile

UX Design Manager

Indeed | June 2022 - Nov 2025

- Grew mobile from 30% to 61% of Indeed's total job seekers through a targeted UX growth strategy, helping the app reach the top 10 on iOS
- Pioneered Indeed's first mobile app design system, scaling shared standards across 5+ product teams, improving development velocity while keeping the experience consistent
- Built and led the mobile UX org, directing 8 designers and establishing a collaborative, feedback-driven culture
- Established UX for Indeed's first AI career products, Career Scout and Pathfinder, delivering AI insights at the moments that help job seekers get hired
- Drove product vision and UX strategy with cross-functional leads for 60M+ monthly app users
- Developed scalable design processes adopted across a global, multi-team org

Senior UX Designer

Indeed | Nov 2020 - June 2022

- Led UX design and research across 5 consumer-facing products in a startup-style innovation group taking big bets on new products
- Established UX processes for the product group and gave direction to the team
- Partnered with product owners on product strategy
- Grew the team, managing 1 designer and 2 contract designers

UX Designer

Indeed | Mar 2018 - Nov 2020

- Designed and helped scale products for both job seekers and employers within an innovation-focused group, advocating for strong user experience across the organization
- Developed prototypes, demos, and concept pieces to effectively communicate design ideas
- Conducted user research and led cross-functional workshops

Product Designer

Vast | Apr 2015 - Jan 2018

- Designed user experiences for HomeStory, enhancing real estate solutions for consumers and banks
- Created a comprehensive design system to ensure consistency across the platform
- Collaborated with cross-functional teams to align design strategies with business objectives

Designer

Freelance | 2014 - present

- Partner with startups and established companies to ship digital experiences across web and mobile, specializing in rapid problem-solving and translating complex business requirements into elegant, results-driving solutions

EDUCATION

University of Colorado at Boulder

BA, Studio Arts (Photography and Digital Media)

SKILLS

Leadership: UX & Organizational Leadership, Cross-functional Leadership, Team Building, Mentorship, Product Strategy, Design Systems

Craft: User Experience (UX), UI Design, Visual Design, Mobile App Design, Interaction Design, User Research, Prototyping, Accessibility

Tools: Figma, Sketch, Adobe Creative Suite