


# Allison Murdock

Empath. Strategist. Self-driven product nerd.

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- Passionate and determined to create products that bring joy.
- Detail oriented and pragmatic in my decision making.
- Always on a quest for collaboration and open communication.

	<b>Product Manager, March 2016 - Present</b>	
	At Vreal I have the role of product manager but am also responsible for marketing, community and UX design efforts. I adapt quickly, filling whatever is needed to get the job done.	
	<b>Company Info</b> Vreal is a software startup which created an immersive game content platform.	<b>Responsibilities</b> <ul style="list-style-type: none"> <li>- Research and competitive analysis</li> <li>- Product Requirements, prioritization of feature roadmap</li> <li>- Managed partnerships with creators</li> <li>- UX Design, creating prototypes and wireframes</li> </ul>

	<b>Community Manager, April 2014 - December 2015</b>	
	At Motiga I owned all esports initiatives and lead a small team in creating and managing testing programs, marketing strategies and esports website design.	
	<b>Company Info</b> Motiga was a game company which created Gigantic, a free-to-play strategic third person shooter.	<b>Responsibilities</b> <ul style="list-style-type: none"> <li>- Oversaw all community testing programs</li> <li>- Created UX wireframes for esports website</li> <li>- Developed esports marketing and community strategies</li> <li>- User research and competitive analysis</li> </ul>

	<b>Community Manager, February 2012 - April 2014</b>	
	At Motiga I owned all esports initiatives and lead a small team in creating and managing testing programs, marketing strategies and esports website design.	
	<b>Company Info</b> ArenaNet is a is a video game company which developed Guild Wars and Guild Wars 2, MMORPG games.	<b>Responsibilities</b> <ul style="list-style-type: none"> <li>- Managed small and large scale testing programs</li> <li>- Managed the competitive community</li> <li>- Ran tournaments, both online and at events</li> <li>- Created and managed shoutcaster support program</li> </ul>

## Other experience and Skills

### Education

- 2019 UX Design Certificate from GA
- 2011 Associates in Fine Arts from CCRI

### Software

- Google Suite, Microsoft Office, JIRA, Trello, Favro, Confluence
- Adobe Photoshop, Premiere, Illustrator, Figma, Balsamiq