

Carly Grace Allen

Industrial Ph.D. Candidate & UX Designer



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WORK EXPERIENCE

Industrial Ph.D. Candidate // NTNU Gjøvik and Norsk Tipping

August 2024 – Today

- Researching how user-centered design can improve responsible (safer) gambling efforts in industry
- Working on trying to connect two fields that have had little to do with each other
- Supervisor for bachelor projects

Senior UX Designer // Norsk Tipping AS

August 2019 – Today

- Focus on responsible gambling tools from an interaction design perspective while working as part of an interdisciplinary team
- Building a stronger data and testing environment (both qualitative and quantitative) within the UX department
- Collaborating with others to strengthen responsible gambling efforts throughout the Norsk Tipping app and website
- Won an innovation prize from the European Lottery Association for the new responsible gambling tool developed
- Moderated EL/WLA Responsible Gambling and Sustainability Seminar hosted by Norsk Tipping in Oslo 2023

Assistant Professor // NTNU Gjøvik

January 2021 – December 2022

- Course responsible for the Design of Safety Critical Systems course within the Interaction Design bachelor program
- Planning and organizing projects for the students with outside partners including Diri, NTNU Trondheim's autonomous ferry project, and Innlandet Hospital
- Supervisor for two bachelor projects

EDUCATION

Master's in Interaction Design // NTNU Gjøvik

August 2017 – June 2019

Bachelor's in Communication Design (Graphic and Web Design) //

California State University Monterey Bay (CSUMB)

August 2013 – May 2017

SUMMARY

I am a driven interaction designer and industrial Ph.D. candidate who aims to work in areas that will truly have a positive impact on others, primarily with focus on responsible gambling. Empathy and understanding are central themes for me.

I am always trying to read and learn new things and trying to find out how to incorporate those new findings and sharing them. Through collaboration with other companies/institutions, I attempt to share what I have learned and use it to improve my work. I also have a strong academic background from being a teaching assistant both through high school and university as well as a supervisor and external sensor for bachelor theses.

SKILLS

Interaction Design

User- and human-centered design, behavioral design, user research, user testing, prototyping, wireframing, data analysis

Professional

Critical thinking, organized, punctual, planning, dissemination of information, collaborator, leader

LANGUAGES

English - C2

Norwegian Bokmål – C1