

Allison Kuehn

Product UX/UI Designer

DETAILS

LOCATION

Austin, TX USA - open for remote positions

PHONE

+1 608 334 9612

EMAIL

akproductdesignatx@gmail.com

LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

Figma

Miro

Wireframing

Prototyping

Information Architecture (IA)

User Research

Project Management

Adobe Creative Cloud

Email Automation

SEO

PROFILE

Experienced Product (UX/UI) Designer skilled in crafting digital solutions that optimize usability and seamlessly blend form and function. Specialized in building design systems as well as D2C, B2B and B2C digital products.

EMPLOYMENT HISTORY

Product (UX/UI) Designer/Consultant - Freelance

May 2020 - Present

AK Product Design

- Worked with clients as a design consultant to form strategies for design to meet business objectives
- Worked closely with developers to meet and expedite deadlines
- Collaborating with clients to understand brand, target audience, and project requirements

Lead Consultant - UX Design & Strategy - Contract

Feb 2024 - Sept 2024

Arizona Public Service (APS)

- Conducted user research and analyzed data to identify design opportunities and inform design decisions
- Collaborated with cross-functional teams to create wireframes, prototypes and high-fidelity mockups
- Facilitated design reviews to gather feedback and improve UX solutions

Senior Product Designer - Contract

June 2023 - Jan 2024

Walmart

- Designed the Brand Shop Builder 2.0 for top e-commerce merchants including Sam's Choice, Great Value and Equate
- Designed responsive CX templates for native app, mobile, and desktop brand/shelf pages
- Leveraged data-driven research to design a UI that improved discoverability
- Enhanced the design system by creating and adding new UI components based on the results of user interviews of 39 participants
- Incorporated a scalable tooling system that facilitated complex uploading features

CERTIFICATIONS

Figma Advanced Design Systems - Saas Design

iOS Human Interface Design Guidelines - Apple

Growth-Driven Design, Content & Email Marketing - Hubspot

Web Development Associate - CIW

EDUCATION

University of Wisconsin Milwaukee, BA Global Studies - 2014

Universidad de Sevilla, Study Abroad Program, Business & Society - 2012

LANGUAGES

Spanish

Product Designer - Contract

Feb 2023 - June 2023

Cigna Healthcare

- Rebranded and rebuilt the Cigna Healthcare UI Design System for over 190 million users
- Ensured platform-wide consistency through tokenization of components and UI elements using CSS and React.js
- Implemented strategies for cross-functional teams including product managers, designers and engineers

UX Researcher & Designer - Contract

April 2022 - Jan 2023

Chick-fil-A

- Conducted 10 one-on-one licensee and administrator interviews to create a user-friendly sales portal dashboard design
- Designed a UX-optimized sales portal user-interface dashboard for over 2,600 restaurant locations
- Enforced consistency in the design of digital products through a complex design system

Product Designer - Contract

Sept 2021 - April 2022

Bayer Crop Sciences

- Conducted a full UX audit of landing pages for Bayer Crop Sciences and 28 international subsidiary brands resulting in an overall 33% lift in conversions
- Created information architecture for digital products including calculators, filters and dashboards
- Presented research data to executives and engineering teams spearheading overhauls in UX approaches

Product Designer

Jan 2021 - Sept 2021

Saatva

- Designed a D2C e-commerce app for customers to make purchases and track the shipping progress
- Increased CTR rates by 150% by re-designing the navigation resulting in a \$3.4M revenue lift
- Created wireframes and prototypes for e-commerce category pages, PDPs and checkout processes

OTHER RELEVANT EXPERIENCE

Digital Content Producer

Aug 2017 - Jan 2021

KingsIsle Entertainment

- Designed the user interface of the UI dashboard resulting in a more robust vetting process for new hires
- Oversaw the automation of digital marketing campaigns and creation of visually appealing and responsive email and digital ad design
- Raised \$945k in revenue developing e-commerce product bundles

Digital Marketing Manager

Jan 2017 - July 2017

SEO Sharkbite

- Conducted detailed UX audits and oversaw maintenance of content management systems
- Increased the number of monthly website traffic by an average of 20% for various legal clients
- Managed a team of graphic designers and copywriters to execute an inbound marketing strategy

Digital Content Manager

Aug 2015 - Feb 2017

Zindigo, Inc.

- Generated digital content production for email and social media campaigns
- Coordinated the content calendar for social media platforms (Facebook, Pinterest, Twitter)
- Wrote and edited articles for daily online publication, editorials, and SEO meta-descriptions