Allison Kuehn

Senior Product (UX/UI) Designer

DETAILS

LOCATION
Austin, TX USA - open for remote postions

PHONE
+1 608 334 9612

EMAIL
akproductdesignatx@gmail.com

LINKS

Portfolio

LinkedIn

SOFTWARE COMPETENCIES

Figma

Jira - Atlassian

Azure DevOps

Adobe Creative Cloud

Miro

Sketch

Balsamiq

InVision

Axure RP

UserTesting

SurveyMonkey

Google Analytics

Protopie

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

UX/UI Design Consultant - Freelance
AK Product Design   May 2020 - Present

- Collaborating with clients as a design consultant to form UX & UI strategies to meet business objectives
- Partnering closely with developers to meet and expedite deadlines
- Strategizing with clients to understand brand, target audience, and project requirements

Lead Consultant - UX Design & Strategy - Contract
Arizona Public Service (APS)   Feb 2024 - Sept 2024

- Rolled out a comprehensive UX strategy across the organization to improve user experience, resulting in 10% increase in customer engagement metrics
- 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
Walmart   June 2023 - Jan 2024

- Reimagined the Brand Shop Builder 2.0 for top e-commerce merchants resulting in 26% decrease in task completion time
- Customized responsive CX templates for native app, mobile, and desktop brand/shelf pages increasing Net Promoter Score (NPS) by 33%
- 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

HARD SKILLS

Design Systems

Prototyping & Wireframing Tools

Visual Design

Front-End Development

Interaction Design

Information Architecture

User Journey Mapping

User Research & Analysis

Content Strategy & Creation

SOFT SKILLS

Problem Solving & Critical
Thinking

Time Management &
Prioritization

Empathy & Customer-Centric
Mindset

Active Listening & Feedback
Incorporation

Emotional Intelligence &
Relationship Building

Product Designer, Design Systems - 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

- Orchestrated 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, Growth
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

EDUCATION

University of Wisconsin Milwaukee,
BA Global Studies - 2014

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

LANGUAGES

Spanish

Digital Marketing Manager
SEO Sharkbite

Jan 2017 - July 2017

- Conducted detailed SEO 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
Zindigo, Inc.

Aug 2015 - Feb 2017

- 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

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