

Allison Kuehn

Senior 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](#)

SOFTWARE COMPETENCIES

Figma

Jira - Atlassian

Azure DevOps

Adobe Creative Cloud

Notion

Airtable

Miro

HTML/CSS

React.js

InVision

Axure RP

UserTesting

Framer

Google Analytics

Principle

PROFILE

Experienced Product (UX/UI) Designer with high standards and growth mindset; skilled in crafting digital innovation solutions. Specialized in building design systems as well as D2C, B2B and B2C digital products.

UX/UI DESIGN EXPERIENCE

UX/UI Design Consultant - Freelance

May 2020 - Present

AK Product Design

- Crafting tailored long-term UX strategies that meet specific business objectives, collaborating with clients to enhance design systems
- Facilitating on-time project launches within 6 months by closely coordinating partnerships with cross-functional teams to ensure design standards and adherence to user needs

Lead Consultant, UX Design & Strategy - Contract

Feb 2024 - Sept 2024

Arizona Public Service (APS)

- Rolled out a comprehensive UX strategy across the organization to improve user experience, resulting in 10% increase in customer engagement metrics
- Developed a planning framework within 4 months, enhancing enterprise design and leading to a 20% improvement in project delivery timelines
- Improved web accessibility standard guides, resulting in 25% increase in customer engagement by implementing WCAG 2.1 guidelines

Senior Product Designer - Contract

June 2023 - Jan 2024

Walmart

- Reimagined the Brand Shop Builder 2.0 for top e-commerce merchants resulting in 26% decrease in task completion time in a 6-month timeframe
- Customized responsive CX templates for native app, mobile, and desktop brand/shelf pages increasing Net Promoter Score (NPS) by 33%
- Increased user engagement by 15% by leveraging data-driven research to design an intuitive UI that enhanced content discoverability
- Enhanced the design system by creating and adding new UI components based on the results of user interviews of 39 participants
- Established scalable user flows within 4 months, resulting in simplified uploading features that significantly improved workflow efficiency

CERTIFICATIONS

Figma Advanced Design Systems - Saas Design

iOS Human Interface Design Guidelines - Apple

Growth-Driven Design, Content & Email Marketing - Hubspot

Web Development Associate - CIW

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

- Implemented design systems thinking principles to rebrand and rebuild the Cigna Healthcare UI Design System, enhancing usability for over 190M users
- Aligned consumer trends to user experience by standardizing UI components across the platform, utilizing CSS and React.js coded into Figma, achieving a 22% increase in user satisfaction within 3 months
- Enhanced product design efficiency by implementing a unified design system, fostering effective communication among internal stakeholders

UX Researcher & Designer - Contract

April 2022 - Jan 2023

Chick-fil-A

- Led end-to-end user research initiatives by targeting insights from 10 stakeholders, enhancing the usability of the sales portal dashboard and streamlining navigation
- Designed an omni-channel administrative portal user-interface dashboard for over 2,600 restaurant locations
- Championed user-centric design principles to create intuitive interfaces, significantly elevating user engagement and accessibility across platforms

Product Designer - Contract

Sept 2021 - April 2022

Bayer Crop Sciences

- Facilitated a comprehensive troubleshooting initiative for Bayer's landing pages, driving a 33% improvement in conversion rates within 6 months by auditing the user interface and implementing strategic changes
- Developed a comprehensive information architecture for 3 Bayer subsidiary portfolio brands, enhancing user navigation and accessibility within 4 months through effective collaboration with stakeholders
- Presented research data deliverables to executives and engineering teams which spearheaded overhauls in UX approaches by building a network of stakeholders

Product Designer, Growth

Jan 2021 - Sept 2021

Saatva

- Designed a D2C e-commerce app for customers to make purchases and track the shipping progress which scaled for new opportunities for growth
- 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 resulting in a 200% growth for new product initiatives

EDUCATION

University of Wisconsin
Milwaukee,
BA Global Studies - 2014

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

LANGUAGES

Spanish

DIGITAL MARKETING & CONTENT STRATEGY 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 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 over 15 graphic designers and copywriters to execute an inbound marketing strategy

Digital Content Manager

Aug 2015 - Feb 2017

Zindigo, Inc.

- Oversaw digital content production for email and various digital marketing campaigns for Nordstrom brands including: Olive + Oak, Raoul, Julian Chang, Stella Valle, Karen Zambos and Walter Baker
- Constructed the content calendar for email and social media campaigns (Facebook, Pinterest, and Twitter) resulting in 300% increase in followers
- Wrote and edited articles for daily online publication, editorials, and SEO meta-descriptions
- Partnered with eBay and powered with brands on Designer Collective
- Enabled influencers to download a fully merchandised shop and earn 40% commission on sales