

# Allison Kuehn

Senior Product UX 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 (Advanced)

Adobe Creative Cloud

Axure RP

Miro

Framer

UserTesting.com

JIRA Atlassian

Azure DevOps

Confluence

Airtable

UserTesting

HTML/CSS/JavaScript/React.js

Axure RP

Otter Ai

WCAG 2.2 & ADA Compliance

## PROFILE

Product Designer with 8+ years creating component-based digital experiences for native mobile, web, and emerging platforms. Specialist in visual design systems, accessibility implementation, and data-driven experience design.

## UX/UI DESIGN EXPERIENCE

### Senior UX Designer - Freelance

April 2025 - Present

#### WeKare360 AI

- Create cohesive experience strategy across web and mobile platforms, orchestrating complex workflows across multiple systems
- Design intuitive AI agent interactions that reduce physician workflow steps by 80% while increasing patient retention by 30%
- Deliver detailed user flow documentation and prototypes for complex features, optimizing critical path workflows and resulting in 72% faster processing

### Lead UX E-Commerce Strategist - Freelance

March 2025 - May 2025

#### Wayfair

- Develop comprehensive framework for scalable B2C workflow experiences across categories, balancing consistency with performance optimization
- Create detailed design specifications and documentation for design system implementation, enabling seamless developer handoff
- Collaborate cross-functionally with merchandising, design, and marketing teams to implement templates that maintain brand integrity while improving key efficiency metrics

### Lead Consultant, UX Design & Strategy - Contract

Feb 2024 - Sept 2024

#### Arizona Public Service (APS)

- Led vision creation and UX strategy implementation across the organization, increasing customer engagement metrics by 10%
- Developed scalable design system and governance framework, improving cross-functional project delivery efficiency by 20%
- Built and maintained pattern libraries and established design standards that increased implementation consistency across platforms

## CERTIFICATIONS

AI for Designers,  
Practical Guide to Accessibility,  
Agile Methods for UX Design  
- IxDF

AI Essentials For UX Designers-  
LinkedIn

Figma Advanced Design  
Systems - Saas Design

Growth-Driven Design,  
Content & Email Marketing -  
HubSpot

Web Development Associate -  
CIW

## HARD SKILLS

End-To-End Product Design Process

Design System Management

Cross-Platform UI Specifications

Complex System &  
Dashboard Design

Rapid Prototyping & Iterative Design

Information Architecture

B2B Platform Experience

## SOFT SKILLS

Stakeholder Collaboration

Cross-Functional  
Communication

Agile Team Collaboration

Problem Solving &  
Critical Thinking

Design Leadership

Presentation Skills

Empathy &  
Customer-Centric Mindset

Active Listening

## Senior Product Designer - Contract

June 2023 - Jan 2024

### Walmart

- Crafted B2B e-commerce experiences for the Brand Shop Builder 2.0, designing intuitive interfaces that reduced task completion time by 25%
- Designed system-level solutions for multi-step, rules-based workflows to streamline business user tasks, increasing engagement by 15%
- Collaborated with cross-functional teams to identify pattern opportunities and automation possibilities, enhancing overall user experience through iterative testing

## Product Designer, Design Systems - Contract

Feb 2023 - June 2023

### Cigna Healthcare

- Led end-to-end redesign of the Cigna Healthcare Experience Design System, enhancing usability for over 190M users across multiple platforms
- Synthesized user feedback and business requirements to create a cohesive design language in Figma, achieving a 22% increase in user satisfaction
- Developed data visualization components that effectively communicated complex information in an intuitive format

## 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 sales portal dashboards
- Designed an omni-channel administrative portal user-interface dashboard for over 2,600 restaurant locations
- Developed complex components and enforced consistency in the design of digital products through a comprehensive 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
- Developed a comprehensive information architecture for 3 Bayer subsidiary brands, enhancing user navigation and accessibility within 4 months through effective collaboration with stakeholders
- Facilitated collaboration among cross-functional teams to present user research insights, driving improvements in UX strategies within a 6-month timeframe

## Product Designer, Growth

Jan 2021 - Sept 2021

### Saatva

- Led D2C e-commerce app design in agile environment, optimizing product discovery and purchase journeys
- Redesigned navigation strategy resulting in 150% CTR increase and \$3.4M revenue growth within 6 months
- Created wireframes and prototypes for e-commerce flows, streamlining the end-to-end purchasing experience

## EDUCATION

University of Wisconsin  
Milwaukee,  
BA Global Studies - 2014

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

## LANGUAGES

Spanish

## DIGITAL MARKETING & PRODUCTION EXPERIENCE

### Digital Content Producer

Aug 2017 - Jan 2021

#### KingsIsle Entertainment

- Designed the user interface of analytics dashboards resulting in a more robust vetting process for new hires
- Created data visualization components that transformed complex metrics into actionable insights
- Raised \$945k in revenue developing e-commerce product bundles based on user behavior data and performance analytics

### 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 e-commerce 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
- Partnered with eBay and powered with brands on Designer Collective
- Enabled influencers to download a fully merchandised shop and earn 40% commission on sales