

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 (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

Senior Product Designer with 8+ years specializing in seller-focused ecommerce experiences and creative marketplace optimization. Proven track record of designing conversion-optimized digital products generating \$3.4M+ in revenue.

UX/UI DESIGN EXPERIENCE

Founding Product UX/UI Designer - Freelance

April 2025 - Present

WeKare360 AI

- Led multi-disciplinary design team of 4 agile team members through complex product discovery and delivery phases, establishing clear expectations and providing feedback on process adherence
- Created cohesive experience strategy across web and mobile platforms, orchestrating complex workflows across multiple systems that reduced physician workflow steps by 80%
- Facilitated cross-functional design sessions with product, engineering, and stakeholder teams to align on user experience strategy and implementation roadmaps

Lead UX E-Commerce Strategist - Freelance

March 2025 - May 2025

Wayfair

- Developed comprehensive framework for B2C workflow experiences across product categories, balancing consistency with performance optimization for one of the world's largest home goods retailers
- Led design reviews with senior stakeholders, driving iterative improvements through conversion data analysis and user feedback synthesis
- Managed UX team resource capacity across multiple product streams, ensuring optimal project delivery for high-traffic ecommerce experiences

Lead Consultant, UX Design & Strategy - Contract

Feb 2024 - Sept 2024

Arizona Public Service (APS)

- Led UX strategy implementation across the organization, increasing customer engagement metrics by 10% through user-centered design approaches
- Developed scalable design system and governance framework, improving cross-functional project delivery efficiency by 20%
- Developed individual growth plans for 6 team members, capitalizing on employee talents in user research, interaction design, and content strategy specializations

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

Web & Mobile Design

CMS Development & Management

Design Systems

Data-Driven Applications

E-Commerce Purchase Experiences

Information Architecture

User Behavior Analysis

B2B / B2C Experiences

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 end-to-end e-commerce experiences for Brand Shop Builder 2.0, designing intuitive interfaces that reduced task completion time by 25% for business users managing online storefronts
- Designed system-level solutions for multi-step, rules-based workflows to streamline business user tasks, increasing engagement by 15%
- Facilitated collaborative design sessions with cross-functional Agile teams, introducing conversion-focused methods to product discovery processes

Product Designer, Design Systems - Contract

Feb 2023 - June 2023

Cigna Healthcare

- Led end-to-end redesign of Cigna Healthcare Experience Design System, enhancing usability for over 190M users across multiple platforms
- Synthesized user feedback and business requirements to create cohesive design language in Figma, achieving 22% increase in user satisfaction
- Co-created design solutions with partners using XD Methods, leading cross-functional teams in using data to define the right problems to solve

UX Researcher & Designer - Contract

April 2022 - Jan 2023

Chick-fil-A

- Led end-to-end user research initiatives targeting insights from 10+ stakeholders, enhancing usability of sales portal dashboards
- Designed omni-channel administrative portal user-interface dashboard for over 2,600 restaurant locations
- Managed UX team relationships across program portfolio, building trust with partners through clear process expectations and deliverable timelines

Product Designer - Contract

Sept 2021 - April 2022

Bayer Crop Sciences

- Conducted full UX audit of landing pages for Bayer Crop Sciences and 28 international subsidiary brands
- Developed comprehensive information architecture for 3 Bayer subsidiary brands, enhancing user navigation and accessibility within 4 months
- Facilitated collaboration among cross-functional teams to present user research insights, driving UX strategy improvements within 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 journey
- 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 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 & CONTENT PRODUCTION EXPERIENCE

Digital Content Producer

Aug 2017 - Jan 2021

KingsIsle Entertainment

- Led content planning sessions with cross-functional marketing teams, developing comprehensive content calendars that aligned with business objectives
- Supervised content workflow processes, implementing review cycles and approval systems that reduced content production time by 25%
- 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

- Managed team of over 15 graphic designers and copywriters to execute comprehensive inbound marketing strategy, establishing clear project timelines and quality benchmarks
- Led content team training initiatives on SEO best practices and content optimization, resulting in 20% average increase in monthly website traffic for various legal clients
- Developed team performance metrics and conducted regular reviews to ensure content quality and deadline adherence

Digital E-commerce Manager (Nordstrom Brands)

Aug 2015 - Feb 2017

Zindigo, Inc.

- Supervised content production teams for email and digital marketing campaigns across multiple Nordstrom ecommerce brands including Olive + Oak, Raoul, Julian Chang, Stella Valle, Karen Zambos and Walter Baker
- Led social media content strategy teams, constructing content calendars for email and social campaigns resulting in 300% increase in followers and improved brand engagement
- Managed freelance content creators and influencers, establishing partnership guidelines that generated 40% commission rates on sales