

Allison Kuehn

Senior Product UX/UI Designer | Design Systems

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[PORTFOLIO](#) | [LINKEDIN](#)

PROFILE

Senior UX Designer with 8+ years of experience leading user-centered design for complex enterprise platforms for Fortune 500s including Walmart, CVS Health, Wayfair, and Chick-fil-A

CORE COMPETENCIES

Foundational UX Principles & HCD Design | High-Fidelity Design & Prototyping | Design Consulting & Facilitation | Design Systems & Pattern Libraries | Accessibility (WCAG 2.2 AA/AAA) | Design QA & Stakeholder Communication

Tools & Technologies: Figma (MCP and Make), Cursor, Claude Code, HTML/CSS/JavaScript/React.js

UX CONTRACT ENGAGEMENTS 2021-2026

Senior Data Visualization UX Designer - Contract

Sept 2025 - Present

CVS Health / Caremark

- Produced high-fidelity mockups, annotated prototypes, and interaction specs for enterprise dashboards serving 94M+ healthcare members — maintaining the highest design standards across a token-driven Figma system with 50+ components
- Created and maintained comprehensive governance documentation — pattern principles, usage rules, and interaction states — reducing engineering cycles by 35% and establishing repeatable handoff standards
- Delivered visual language standards through iterative refinement cycles, driving 40% faster data interpretation across enterprise dashboards and contributing to \$1.5B in pharmaceutical cost savings

Founding Product UX/UI Designer - Freelance

April 2025 - Sept 2025

WeKare360 AI

- Served as sole designer across full product lifecycle — sketches, wireframes, high-fidelity mockups, and annotated prototypes — for a clinical AI platform serving physicians and healthcare teams
- Reduced physician workflow steps by 80% through user-centered research, A/B validated task-flow analysis, and iterative stakeholder refinement - deeply understanding clinician needs and walking in their shoes throughout the process
- Built a 30+ component Figma design system from scratch, faithfully translating established design patterns and reducing cross-team delivery timelines by 30%

Senior UX E-Commerce Strategist

March 2025-May 2025

Wayfair

- Developed a B2C workflow framework and visual engagement model balancing UX consistency with performance optimization across 15+ product categories
- Collaborated with engineering and product teams to surface friction points and rapidly prototype scalable solutions for high-traffic consumer journeys

Lead UX Designer

Feb 2024 - Sept 2024

Arizona Public Service (APS)

- Implemented metrics-based UX strategy with journey mapping and task-flow prototypes — increasing customer engagement by 15% and task completion by 22%

Senior Product Designer

June 2023-Jan 2024

Walmart

- Led UX for Brand Shop Builder 2.0 - wireframes, high-fidelity mockups, annotated prototypes, and a full design playbook reducing task completion time by 25% and improving CES scores by 33%
- Set expectations with the project team, prioritized activities, and communicated design status and trade-offs to cross-functional stakeholders and senior leadership in a no-PM environment

Product Designer - Contract

Feb 2023 - Nov 2023

Cigna Healthcare

- Redesigned healthcare experience design system serving 19M+ users — established reusable visual language (typography scale, color tokens, interaction states) achieving a 22% uplift in user satisfaction
- Facilitated collaborative design sessions and led pattern-level decision-making with product and engineering partners, advocating for user-centered approaches at scale

Product Designer

April 2022- Jan 2023

Chick-fil-A

- Delivered a B2B/POS design system and omni-channel administrative portal for thousands of restaurant operators globally - translating complex operational requirements into an intuitive, scalable component library
- Led IA and navigation discovery sessions; produced journey maps, personas, scenarios, and experience flows that shaped global rollout strategy and system taxonomy

UX Designer

Sept 2021 - April 2022

Bayer Crop Sciences

- Conducted UX audit for Bayer and 28 international subsidiary brands, identifying 75+ usability improvements; created accessibility-driven design recommendations and interaction models adhering to inclusive design principles.

E-Commerce Product Designer

Jan 2021 - Sept 2021

Saatva

- Redesigned end-to-end digital experience through discovery research, IA restructuring, and iterative prototyping - resulting in 150%+ CTR increase and \$3.4M in revenue growth.

DIGITAL MARKETING & CONTENT PRODUCTION

Digital Content Producer - Kingsisle Entertainment (Aug 2017 - Jan 2021)

- Generated \$945K in revenue by developing e-commerce product bundles informed by user behavior data and performance analytics

Digital Marketing Manager - SEO Sharkbite (Jan 2017 - July 2017)

- Led content team training initiatives resulting in 20% increase in monthly website traffic; managed team of 15+ designers and copywriters

Digital Content Manager - Zindigo, Inc. (Aug 2015 - Feb 2017)

- Supervised content production for multiple Nordstrom e-commerce brands; led social media strategy resulting in 300% increase in followers

EDUCATION & CERTIFICATIONS

BA International Business | University of Wisconsin Milwaukee

Certifications: AI for Design Systems (Memorise.ly) | AI for Designers, Practical Guide to Accessibility, Agile Methods for UX Design (IxDF) | Figma Advanced Design Systems (SaaS)