

Allison Kuehn

Senior UX Designer | Design Systems

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

PROFILE

Enterprise UX Designer with 8+ years building token-driven design systems and scalable visual languages for global organizations including CVS Health, Cigna Healthcare, Bayer Crop Sciences, Walmart and Chick-fil-A.

CORE COMPETENCIES

Design System Architecture: Figma libraries, semantic & primitive token hierarchies, variable-based theming, multi-platform scalability (web, iOS, Android)

Engineering Collaboration: Design-to-code parity, Figma REST API, Storybook integration, design token pipelines (Style Dictionary / Tokens Studio)

Accessibility & Inclusivity: WCAG 1.2 AA/AAA validation, localization-ready component patterns, global usability standards

Documentation & Governance: Component specs, usage guidelines, playbooks, design system office hours, contributor frameworks

Tools & Stack: Figma (MCP, Variables, Auto Layout), Cursor, Claude Code, HTML/CSS/JavaScript/React.js, Storybook

DESIGN SYSTEMS EXPERIENCE

Senior Data Visualization UX Designer - Contract

Sept 2025 - Present

CVS Health / Caremark

- Architected a token-driven visual design system serving 94M+ healthcare members — 50+ reusable Figma components with semantic design tokens, variable-based theming, and full governance documentation, functioning as a repeatable enterprise-wide playbook
- Defined multi-platform interaction patterns, information hierarchies, and navigation standards; produced diagram-driven component guidelines enabling faster cross-functional onboarding and design-to-dev hand-off
- Established visual language standards that drove 40% faster data interpretation across enterprise dashboards, contributing to \$1.5B in annual pharmaceutical cost savings

Founding Product UX/UI Designer - Freelance

April 2025 - Sept 2025

WeKare360 AI

- Built a 30+ component Figma design system from scratch — reusable templates, pattern libraries, and token documentation — reducing cross-team delivery timelines by 30% across clinical product touchpoints
- Authored structured governance documentation (pattern principles, usage rules, interaction states) that enabled engineering teams to implement components with high design fidelity
- Produced service blueprints and multi-step workflow diagrams translating complex clinical workflows into scalable, accessible UI operating models

Senior Product Designer

Feb 2023- June 2023

Cigna Healthcare

- Redesigned the Healthcare Experience Design System serving 19M+ users - established a reusable visual language (typography scale, color tokens, interaction states) that achieved a 22% uplift in user satisfaction
- Authored component documentation and pattern guidance adopted as a repeatable design playbook across distributed product teams, accelerating new designer onboarding
- Defined accessibility-validated interaction standards, ensuring components met WCAG criteria for a globally diverse user base

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; created visual standards and interaction diagrams that translated complex operational requirements into a scalable, accessible component library
- Led IA and navigation discovery sessions; produced journey maps and experience flows that shaped global rollout strategy and informed system taxonomy decisions
- Documented component specs and interaction diagrams that bridged design intent and engineering implementation across a globally distributed product team

ADDITIONAL UX CONTRACT ENGAGEMENTS | 2021 - 2025

Senior Product Designer

June 2023- Jan 2024

Walmart

- Led discovery-to-delivery design of Brand Shop Builder 2.0; produced wireframes, high-fidelity mockups, annotated prototypes, and a full design playbook communicating interaction patterns and trade-offs to engineering — reducing task completion time by 25%.

Ecommerce UX 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.

UX Designer

Feb 2024 - Sept 2024

Arizona Public Service (APS)

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

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 UX 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.

EDUCATION & CERTIFICATIONS

BA International Business | University of Wisconsin Milwaukee

Certifications: AI for Design Systems | Memorisely

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

Figma Advanced Design Systems | SaaS