

Allie Kent

UX Designer

alliekent.com

Lead UX/UI Designer

Ohh Look

April 2025 - Current | Remote

- Lead UX/UI redesign of sign-up flow, reducing cognitive load and a projected 38% increase in completion rates.
- Reduce onboarding time by over 50% through simplification of the initial two-step process.
- Collaborate with the founder, two developers, a project manager, and an SEO specialist for seamless handoff and alignment between design vision and engineering feasibility.
- Adapt experience for mobile, ensuring responsive, intuitive interactions across all breakpoints.
- Delivered high-fidelity, responsive designs aligned with evolving brand goals and SEO requirements, ensuring accessibility compliance with WCAG 2.1 standards to foster user trust.
- Revamp core site pages in Figma, improving information architecture and enhancing the overall user journey.

UX/UI Designer

MedQuest L.T.D.

October 2024 - May 2025 | Remote

- Led UI design for medical case ordering system and dashboard in Figma, simplifying flows with a projected 30% task completion boost and positive user survey feedback on ease of use.
- Served as lead UX/UI designer for the website redesign, improving navigation and achieving 75% user satisfaction for ease of use in the website redesign.
- Developed high-fidelity mockups aligned with brand guidelines, design system standards, and WCAG accessibility requirements.
- Met tight company deadlines 100% of the time by iterating designs efficiently and collaborating closely with developers to ensure on-time delivery without compromising quality.
- Collaborated cross-functionally with two engineers, one branding specialist, our COO, and C.E.O. using Jira within Agile sprints to ensure seamless alignment between design and business goals.

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(760) 310-4564

San Francisco, CA

UX SKILLS

User-Centered, Equity, Artistic, Writing, Design-Process, Detail-Oriented, User Research, Feedback, Iteration, Content Creation

TOOLS

Figma, Adobe, Google Suite, Jira, ProtoPie

OTHER SKILLS

Collaborative, Empathy, Learner, Communication, Critical Thinking, Design for Disabilities, Problem Solving, Facilitating, Story Telling

EDUCATION

UX Design Immersive

General Assembly

June 2024 - August 2024

Graduate Degree & Teaching Credential USF

August 2019 - June 2021

Communications B.A. UCSB

September 2012 - June 2015

ADDITIONAL PROFESSIONAL EXPERIENCE

Literature Teacher | Special Ed T.A. | Art Docent Coordinator & Teacher

Lowell High School | Ada Harris | Ambassador Bilingual School

March 2017 - June 2024 | California & Thailand

- Analyzed user data to assess performance, used user research to adjust instructional strategies to maximize learning outcomes and user journey, improving 150 learners' overall grades.
- Designed, curated, and maintained library of instructional tools and collateral templates.
- Designed all curriculum through Universal Design principles for students with Special Needs, increasing success rate for learners with special needs by over 90%.
- Bridged positive communication between instructors, and stakeholders.
- Managed blog and developed website for users and stakeholders to access digital curriculum; led seven in-person training sessions for over 100 volunteers.

Assistant to the Head of Creative

Interscope Records

August 2015 - August 2016 | Los Angeles

- Coordinated photo shoot and graphic design work for 100+ artist roster.
- Oversaw and refined end-to-end project portals for photographers, stylists, graphic designers
- Collaborated with legal and finance teams to craft confidential documents and payments for creative services.
- Refined organizational strategy of content inventory, artist archiving, and promotional material processes; updated projects using Interscope Design System.
- Developed marketing materials for company-wide distribution and implemented a paperless documentation system for weekly CEO meetings of production and sales.
- Created and resolved photography for stakeholders and all departments for access of accurate, up-to-date marketing and packaging of artists.

Photo Editor & Content Writer

University of California, Santa Barbara | The Catalyst Magazine

September 2012 - June 2015 | Santa Barbara

- Utilized Photoshop, Adobe, and SilverFast to edit photos and documented landscape using aerial views of photos and handled confidential material.
- Researched and wrote content style to ensure continuous brand consistency.
- Collaborated with over 10 writers, and gave detail-oriented feedback for writing pieces.
- Edited and published articles, blogs, creative stories, and poems for audience of 24,000.