

Allie Kent

UX Designer

alliekent.com

Lead UX/UI Designer

Ohh Look

April 2025 - Current | Remote

Lead UX and UI redesign of the sign-up flow to reduce cognitive load and improve completion rates. Create high-fidelity designs aligned with brand direction and visual identity. Collaborate with founders and developers to ensure a smooth implementation. Redesign the Provider page in Figma with a bold, modern interface to improve clarity and user trust.

UX/UI Designer

MedQuest L.T.D.

October 2024 - Current | Remote

Led UI design for the client's ordering flow and user dashboard in Figma, presenting iterations to stakeholders. Led UX design and research for website redesign, including competitive analysis, user interviews, and usability testing. Created high-fidelity designs aligned with branding and design system. Partnered with engineers, branding specialists, and leadership to deliver optimal solutions.

UX Designer

General Assembly Fellow

June 2024 - August 2024 | Remote

500+ hours of intensive, remote training and project work through the full cycle UX/UI design lifecycle with an emphasis on UI design, user research, and rapid iteration. Implemented web and mobile design solutions for clients, individually, as well as collaboratively.

PROJECTS

Apple: Shazam Music Recognition

Lead UX Designer

August 2024 | Remote

Conducted user research, including 3 user interviews and usability testing, gathering actionable insights to inform the user journey. Designed a responsive interface in Figma, leading to a projected increase in user engagement by enhancing navigation and visual appeal.

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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

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

Traffic by Intent

Lead UX Designer / Lead UX Researcher

August 2024 | Remote

Focused on evaluative research for this AI-Powered Performance Marketing Company, driven by competitive analysis, heuristic evaluation, feature inventory, user interviews, and usability testing to inform the creation of a collaborative, user-centered platform for the client ad approval process, enhancing usability and accessibility of all material in one centralized place.

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