

Allie Kent | Product & UX Designer

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Lead UX/UI Designer

Ohh Look

April 2025 - Current | Remote

- Redesign sign-up flow, reducing cognitive load and boosting projected completion rates by 38%.
- Cut onboarding time by 50% through streamlining onboarding.
- Collaborate with CEO, developers, PM, and SEO specialist to align design vision with engineering feasibility.
- Adapt 30+ pages for mobile, ensuring responsive interactions.
- Deliver over 65 high-fidelity, accessible pages aligned with brand and SEO goals.
- Revamp core site pages in Figma, improving information architecture, rebranding, and 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, simplifying flows and increasing task completion by 30%; received positive user feedback on ease of use.
- Directed website redesign, improving navigation and achieving 75% user satisfaction for usability.
- Created high-fidelity mockups aligned with brand, design system, and WCAG accessibility standards.
- Partnered cross-functionally with engineers, branding, COO, and CEO using Jira to align design with business goals.

Lead UX Researcher

Traffic by Intent AI Marketing Firm

August 2024 - August 2024 | Remote

- Led UX research with fintech clients, streamlining ad approval workflows and cutting process time by 40%.
- Prioritized features from user journeys, boosting satisfaction scores by 30%.
- Delivered high-fidelity designs in a 3-week sprint, projecting a 15% increase in task completion.

San Francisco, CA

(760) 310-4564

UX SKILLS

User Research & Testing,
Wire-framing & Prototyping,
Accessibility (WCAG 2.1),
Design Systems,
Information Architecture,
Interaction Design,
Feedback, Content
Creation, UX Writing

TOOLS

Figma, Adobe CC, ProtoPie,
Jira, Wix, Google Suite

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

USF

August 2019 - June 2021

Communications B.A.

UCSB

September 2012 - June 2015

ADDITIONAL PROFESSIONAL EXPERIENCE

Learning Experience Designer | Content Strategist | Accessibility Advocate

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.

Design Operations & Creative Production

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.

Visual Content Designer | Editorial Strategist

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.