

MEGAN ALLEN

Product Designer

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SUMMARY

Strategic and user-centric product designer with 6 years of experience driving product success across mobile and desktop applications. Proven ability to translate user research into intuitive UX solutions that enhance usability and achieve business goals. Skilled in user research, interaction design, prototyping, and UI design.

EXPERIENCE

Senior Product Designer | Lessen | July 2024 - Present

Product Designer 2 | Lessen | May 2023 - July 2024

Summary: Owned entire UX/UI design process for cross-platform applications, ensuring solutions addressed user pain points, aligned with stakeholder goals, and contributed to achieving business targets.

- Implemented a new early payment program for contracted vendors, resulting in a \$400,000+ revenue increase for the company within the first 3 months.
- Created an AI-powered invoice audit system that reduced average invoice approval time from 5 to 3.22 days, increased mass approval rate to 89%, and decreased invoice rejection rate from 6% to 1%, driving significant efficiency gains for the internal billing team and the company's vendors
- Contributed to and incorporated a design system, managed in Figma, to maintain a cohesive user experience across all tools.

User Experience Designer | Hoverstate | January 2020 - May 2023

Summary: Designed end-to-end applications on desktop/mobile while fulfilling client & technical needs.

- Added 6 new major features to an education and employment based mobile app with 27k downloads while simultaneously updating the CMS used by the app admins.
- Created an internal system to be used at 72+ dealerships to sell, redeem and bill for vehicle services.
- Owned creative direction, design systems and deliverables while managing assistant designers.
- Utilized user research, user testing, product strategy, wireframing, user interface design & prototyping best practices to fulfill design requirements.

Graphic Designer | Dental CMO | April 2018 - January 2020

Summary: Worked with over 50 healthcare practice owners to design websites, logos and print designs.

- Partnered with clients to collaboratively define project goals, establish clear expectations, and deliver user-centered designs to meet their needs
- Ensured successful branding and website launches and equipped clients with future-proof solutions through ongoing design iterations and maintainability considerations.
- Worked with project managers, copy editors, and web developers to create functional web experiences.

SKILLS & SOFTWARE

Figma | Adobe Creative Cloud | Wireframing | User journeys | User research | Hi-fi mockups | Prototyping | Usability testing | Design strategy | Branding | Graphic design

EDUCATION

Bachelor's of Science | Biological Human Development | Minor in Design | Brigham Young University | 2018
Associate of Arts and Sciences | Brigham Young University - Hawaii | 2015