



ALAN KENNEDY

SENIOR UX AND UI DESIGNER

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Senior UX/UI Designer with experience leading product design across SaaS, fintech, and data-driven platforms. Focused on improving usability, simplifying complex workflows, and delivering production-ready solutions in fast-paced environments. Comfortable working across research, interaction design, and delivery while partnering closely with product and engineering teams.

PROFESSIONAL EXPERIENCE

Fact Finders Pro • Seattle, Washington (Remote) • Lead UX/UI Designer • 2026 - Current

Product design lead for a SaaS platform supporting venture capital research and startup evaluation. Oversight of a team of 5 designers across core product areas including onboarding, dashboards, and investor workflows.

- Directed UX across onboarding, dashboards, and investor workflows while managing a team of 5 designers in an agile sprint environment
- Refined onboarding experience using usability testing and behavioral data, improving completion rates from ~40% to ~60% based on internal tracking
- Built a scalable design system and component library, improving consistency and reducing design-to-development rework
- Strengthened accessibility across core flows (WCAG alignment) and introduced AI-assisted workflows to accelerate iteration speed

Career Sabbatical • Rochester, Minnesota • UX/UI Designer • 2024 - 2026

Focused period dedicated to advancing usability testing, interaction design, and evaluation frameworks.

- Conducted usability evaluations across multiple products, identifying and resolving 45+ interaction and clarity issues
- Used AI-assisted design workflows to accelerate prototyping and improve iteration efficiency

Tenerity LLC. • Stamford, Connecticut & London, UK (Remote) • Lead UX and UI Designer • 2021 - 2023

Worked across loyalty, fintech, and data protection products, including mobile applications used in production environments.

- Owned UX updates for production applications, including improvements to live mobile products such as PrivacyGuard
- Applied user research, usability testing, and analytics to guide design decisions and prioritize feature improvements
- Partnered with product managers and engineers to deliver solutions within technical constraints and sprint timelines
- Supported design system adoption across teams, improving interface consistency and implementation efficiency

Visible Unity • Dallas, Texas (Remote) • Senior UX and UI Designer and Art Director • 2020 - 2023

Led UX and visual direction for a nonprofit organization focused on community engagement and digital outreach.

- Redesigned website experience using user-centered design principles, increasing traffic and engagement following launch
- Facilitated stakeholder and user feedback sessions while partnering with developers to deliver responsive, production-ready designs

Apps Associates • Acton, Massachusetts & India (Remote) • Contract UX and UI Designer • 2020

Revamped the Aspentech University training platform, improving course discovery and supporting increased user certifications and engagement.

- Translated business requirements into user-centered designs within a Salesforce-based SaaS environment, contributing to increased student sign-ups
- Led client review sessions and delivered production-ready prototypes in agile workflows, aligning stakeholder expectations with development handoff

Poly-Tex Inc. • Castle Rock, Minnesota • Art Director, UX and UI Designer • 2011 - 2019

UX and UI Designer (2016 - 2019)

Art Director (2011 - 2015)

Oversaw design across marketing, web, and digital product initiatives for a manufacturing and solar solutions company.

- Introduced user-centered design practices across web and marketing channels, improving customer acquisition and engagement
- Managed website redesign initiatives, improving mobile responsiveness and reducing bounce rates
- Guided junior designers and supported hiring efforts, contributing to improved team efficiency and output
- Delivered digital experiences aligned with both marketing goals and customer needs

CERTIFICATIONS

Interaction Design Foundation • UX Management: Strategy and Tactics

Interaction Design Foundation • Conducting Usability Testing

Interaction Design Foundation • Mobile User Experience (UX) Design

Interaction Design Foundation • User Research - Methods and Best Practices

EDUCATION

Bachelor of Fine Arts – Visual Communication Design • University of North Texas • Denton, Texas

SKILLS

UX/UI Design: User Interface Design, User Experience Design, Interaction Design, Responsive Web Design, Mobile Design, Design Systems, User-Centered Design, Visual Design Principles, Information Architecture, A/B Testing, Heuristic Evaluation, WCAG

UX Research & Analytics: Usability Testing, Quantitative Research, Qualitative Research, Data Visualization, Statistical Analysis, SEO Audits, Content Strategy, Google Analytics, Adobe Analytics

Design Tools & Software: Figma, FigJam, Axure, Miro, InVision, Adobe Software, Lucidchart, usertesting.com, Pendo, Sketch, HTML, CSS

Project Management: Agile Project Management, Scrum, Kanban, Stakeholder Management, Design Sprints, Slack, Jira, Confluence, Trello, Risk Management, Budget Management

AI Tools: Figma Make, Lovable, Claude, Uizard, UX Pilot, Chat GPT, Miro Assist, Grammarly