Kevin Allan

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Profile

Senior UX Designer with five years of focused experience designing user-centered digital products, complemented by a long-standing multidisciplinary background spanning writing, editing, operations, marketing, and team leadership. Combines strategic thinking with hands-on execution across research, interaction design, and visual design. Particularly effective in ambiguous, resource-constrained environments where UX must balance user needs, technical realities, and business priorities. Brings strong communication, judgment, and operational fluency developed across multiple industries.

Core Skills & Capabilities

UX & Product Design: User Research, Stakeholder Interviews, Information Architecture, User Flows, Interaction Design, Usability Testing, Accessibility Fundamentals, Design Systems, Wireframing, High-Fidelity UI Design, Prototyping, Visual Design, Design Critique
Strategy & Delivery: Design Direction, Product Thinking, Cross-Functional Collaboration, Agile Workflows, Project Management, Stakeholder Alignment
Communication & Leadership: Writing & Editing, Team Mentorship, Client Communication, Facilitation, Conflict Resolution
Business & Operations: Technical Collaboration, Workflow Optimization, Scheduling, Invoicing, Vendor Management

Professional Experience

DIGITAL DESIGNER/UX+UI SPECIALIST @ THE GRIP HOUSE. PACOIMA, CALIFORNIA 2021-2025
Led UX and UI design across multiple initiatives and product surfaces, remaining hands-on from research and conception through delivery and iteration. Simplified fragmented workflows and introduced consistent interaction patterns, reducing user confusion and improving day-to-day usability. Partnered closely with engineering and stakeholders to translate complex requirements into intuitive, scalable user experiences. Guided design direction and mentored designers through critique and iteration, contributing to more cohesive and higher-quality outcomes. Made design tradeoffs balancing user needs, engineering constraints, and business priorities in a fast-moving production environment.

UX DESIGNER / TECHNICAL LEAD @ TERRA LANDSCAPE & DESIGN. FAIRFAX, VIRGINIA 2020 - 2021
Led UX design for customer-facing tools and internal systems, taking products from concept through launch and ongoing improvement. Conducted user research and translated business needs into clear information architecture, workflows, and interface designs. Oversaw technical decisions and development workflows, collaborating with founders and developers to ensure solutions were feasible, reliable, and maintainable. Delivered practical, user-centered solutions within the constraints of a small, growing organization.

UX DESIGNER @ GENERAL ASSEMBLY. WASHINGTON, DISTRICT OF COLUMBIA 2020
Conducted user research and stakeholder interviews to identify core problems and opportunities. Designed, tested, and iterated workflows and interfaces using wireframes and

interactive prototypes. Collaborated with a multidisciplinary team to deliver client work; an international non-profit implemented the final website design after successive iterations.

Selected Earlier Experience

WRITER, EDITOR, TEAM LEADER @ ISEARCHMEDIA. SAN FRANCISCO, CALIFORNIA 2008 - 2014
Created and edited long- and short-form digital content while leading teams on advertising and marketing initiatives. Consulted with clients, managed budgets, and delivered projects on time and on budget. Developed deep communication, editorial judgment, and stakeholder management skills that directly inform UX practice.

HEAD OF DIGITAL MARKETING AND SALES @ AUDI. SAN FRANCISCO, CALIFORNIA 2015 - 2016
Designed and executed digital marketing and sales initiatives to increase brand visibility and customer engagement. Optimized online funnels and collaborated with cross-functional teams to align marketing strategy with business goals.

OPERATIONS & TEAM MANAGEMENT, HOSPITALITY @ VARIOUS. VIRGINIA & CALIFORNIA 2000 - 2019
Managed teams, schedules, inventory, and vendors in high-volume environments. Built operational discipline, empathy for customers, and the ability to make sound decisions under pressure.

Education
User Experience Design Immersive, General Assembly, Washington DC. 2020
Professional Sequence in Editing, UC Berkeley, O.E. 2007
Advanced Studies Degree, George Mason High School, Falls Church Virginia. 1999

Professional and Personal References Available Upon Request