

Alisa Hail

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Portfolio: alishail.com

UX / UI Designer

Education

● **Master's Certification:
User Experience (UX) Design**

University of Baltimore

**M.A. – English
Literature**

Abilene Christian University

B.S. – Electronic Media

Abilene Christian University

Key Skills

- User Experience (UX) & User Interface (UI) Design
- Product Design
- User-Centered Design (UCD)
- Responsive & Mobile-First Design
- Information Architecture (IA)
- User Flows & Journey Mapping
- Wireframing (Low & High Fidelity)
- Usability Testing & User Research
- Design Systems & UI Consistency
- Conversion Optimization

Professional Experience

● **Kolbe Windows & Doors**

Web Designer / UX Designer | 2021 – Present

- Partner with UX researchers, fellow designers, developers, and stakeholders to design high-fidelity UI solutions for a large-scale enterprise website redesign.
- Contribute to UX strategy for a direct-to-consumer and B2B sales platform serving contractors and distributors.
- Design and optimize new and existing pages using established design systems and UI patterns.
- Analyze user behavior and analytics data to inform usability improvements and ongoing product strategy.
- Ensure ADA/WCAG compliance and responsive behavior across devices and screen sizes.

● **Red Mage UX**

UX/UI Designer (Freelance / Consultant) | 2020 – 2024

- Founder and lead UX/UI designer delivering end-to-end design solutions for small businesses and non-profit organizations.
- Conduct user research, stakeholder interviews, and competitive analysis to inform design decisions.
- Develop information architecture, user flows, wireframes, and high-fidelity prototypes for responsive websites.
- Design mobile-first UI experiences focused on usability, accessibility, and conversion optimization.
- Collaborate with developers and design teams to ensure accurate implementation of UX and UI specifications.

● **Abilene Christian University**

UX Designer / Online Marketing Specialist | 2014 – 2020

- Served as UX designer on three major website redesign initiatives for a large academic institution.
- Designed wireframes, page layouts, navigation structures, and content hierarchies.
- Led stakeholder discovery sessions to define project requirements, user needs, and success metrics.
- Presented UX concepts, wireframes, and design recommendations to leadership and cross-functional teams.
- Implemented UX solutions and monitored analytics and performance metrics to measure effectiveness and user engagement.