

ALISA HAIL

SENIOR PRODUCT DESIGNER | UX / UI

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience delivering end-to-end UX/UI solutions across corporate, higher-education, and freelance environments. Expert in design systems, high-fidelity prototyping, and information architecture. Proven ability to simplify complex workflows, leverage data and analytics to drive iterative improvements, and collaborate with cross-functional teams of product managers, engineers, and stakeholders to ship customer-facing experiences that are intuitive, accessible, and conversion-supportive.

CORE SKILLS

Design Systems · Prototyping · End-to-End Product Design · User Research · Usability Testing · Data-Driven Design · Information Architecture · Responsive & Mobile-First Design · Cross-Functional Collaboration · Conversion Optimization

TOOLS & TECHNOLOGIES

Figma · Adobe XD · Axure · Sketch · Miro · Photoshop · After Effects

PROFESSIONAL EXPERIENCE

Kolbe Windows & Doors

UX / UI Designer / UX Strategist | 2021-Present

- Led end-to-end UX/UI design for large-scale corporate website initiatives, improving clarity, usability, and overall customer experience across web and mobile surfaces.
- Redesigned the full information architecture, creating a clearer, more intuitive navigation structure that streamlined complex user workflows.
- Led the end-to-end redesign of the user journey across product lines, ensuring consistent, accessible, and conversion-supportive pathways for customer-facing experiences.
- Co-created the enterprise design system, establishing scalable UI patterns and component standards that elevated quality and consistency across products.
- Collaborate with cross-functional teams of product managers, engineers, and stakeholders to refine user journeys, create high-fidelity prototypes, and use analytics to drive data-informed iterative improvements.

Red Mage UX

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

- Delivered end-to-end UX/UI solutions for small businesses and nonprofits, owning outcomes from discovery through implementation.
- Conducted user research, stakeholder interviews, and competitive analysis to guide data-driven design decisions.
- Developed information architecture, user flows, wireframes, and high-fidelity prototypes for responsive, customer-facing websites.
- Designed mobile-first UI experiences focused on usability, accessibility, and conversion.
- Partnered with developers to ensure accurate implementation of UX/UI specifications and maintain design-system consistency.

Abilene Christian University

UX Designer / Online Marketing Specialist | 2014-2020

- Served as UX designer on multiple large-scale website redesigns, shaping end-to-end customer-facing digital experiences.
- Designed wireframes, navigation structures, and content hierarchies for diverse audiences, ensuring intuitive and accessible pathways.
- Led stakeholder discovery sessions to define requirements, align cross-functional teams, and prioritize user needs.
- Presented UX concepts and research-backed recommendations to leadership and cross-functional teams.
- Monitored analytics to measure engagement, track success metrics, and inform ongoing data-driven improvements.

EDUCATION

Master's Certification, UX Design

University of Baltimore

M.A., English Literature

Abilene Christian University

B.S., Electronic Media

Abilene Christian University