

ALISA HAIL

SENIOR PRODUCT DESIGNER

Location: Abilene, TX (Remote)

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience leading end-to-end product design initiatives that transform complex business requirements into intuitive, accessible digital experiences. Skilled in UX strategy, design systems, information architecture, user research, interaction design, and high-fidelity prototyping. Proven ability to increase engagement, improve conversion, and drive measurable business outcomes through data-informed design, experimentation, and cross-functional collaboration with product managers, engineers, marketers, and executive stakeholders.

PROFESSIONAL EXPERIENCE

Kolbe Windows & Doors

Senior Product Designer

2021 - Present

- Led end-to-end UX/UI initiatives for a corporate website serving ~25,000 monthly users, improving clarity, usability, and customer experience across responsive web and mobile experiences; contributed to a 29% increase in organic traffic sessions and sustained a 78% engagement rate.
- Redesigned enterprise information architecture to simplify navigation, reduce friction, and drive a 47% increase in key user events across Window, Door, and Product Line landing pages.
- Rebuilt customer journeys across multiple product lines, resulting in a 58% increase in conversions, with nearly half originating from newly designed Product Line Detail pages.
- Created an enterprise design system featuring seven scalable, reusable UI components, improving consistency across digital products and reducing implementation effort for a lean engineering team.
- Collaborated cross-functionally with product managers, engineers, marketers, and business stakeholders to validate design decisions through analytics, behavioral insights, prototyping, and iterative design improvements.

Red Mage UX

UX/UI Designer (Freelance / Consultant)

2020 - 2024

- Delivered end-to-end UX/UI solutions for small businesses and nonprofits from initial discovery through execution.
- Conducted user research, stakeholder interviews, competitive analysis, and usability evaluations to guide overall design strategy.
- Designed information architecture, user flows, wireframes, and high-fidelity prototypes for responsive digital products.
- Created accessible, mobile-first interfaces tailored to optimize engagement, usability, and conversion metrics.
- Partnered directly with development teams throughout engineering implementation to ensure design integrity and system consistency.

Abilene Christian University

UX Designer / Online Marketing Specialist

2014 - 2020

- Served as lead UX designer on enterprise web redesigns supporting prospective students, alumni, and major donors.
- Designed wireframes, navigation systems, information architecture, and content hierarchies for digital portals.
- Facilitated stakeholder discovery workshops to define business requirements and advocate for user-centered design principles.
- Presented UX concepts, interactive prototypes, and research-backed recommendations to executive leadership and cross-functional teams.
- Leveraged analytics and user behavior insights to evaluate performance metrics and continuously refine digital experiences.

TOOLS & TECHNOLOGIES

Design: Figma, Adobe XD, Sketch, Axure RP, Miro, Photoshop, After Effects

Analytics & Optimization: Google Analytics 4, Microsoft Clarity, Hotjar, Mouseflow

Collaboration: Jira, Confluence, Zendesk, Azure DevOps

EDUCATION

Master's Certification in UX Design

University of Baltimore

M.A. in English Literature

Abilene Christian University

B.S. in Electronic Media

Abilene Christian University