Alan Mills

UX Designer & Strategist

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View Portfolio

Systems-thinking / Human-centered design practitioner with 7+ years experience in productivity software and PLG, making complex environments more people-friendly

SKILLS & TOOLS

- Human Centered / Equity-Driven Design
- Translating Branding into UI Elements
- Information Architecture & Strategy
- JTBD & Discovery Interviews
- Behavioral Design Sprints
- Gamification Strategies
- DesignOps Strategies
- Product Led Growth Frameworks

- Figma, Sketch, Adobe Suite
- Gen. AI with Component MCP
- WCAG (508, EAA) Compliance
- Design Systems, Component Libraries
- No-Code Tools (ie. Framer)
- HTML / CSS / JS / SQL / PHP
- Hotjar, Maze, Analytics, Dovetail
- Lottie, GSAP, Spline, P5JS
- Jira, Azure, Trello, ClickUp

EXPERIENCE

Pragmatic Works - *Senior Product Designer*   May 2023 - Present

Collaborating in a product trio, designing end-to-end solutions that optimize a B2B / B2C ed-tech platform that targets corporate and vocational school markets.

- Drove a 200+% increase in monthly activation rate by identifying barriers and redesigned user flows—enhancing many usability metrics.
- Saved over 6 mos. of development-labor costs in invalidating non-impactful interventions brought by stakeholders through UXR and strategic KPI mapping
- Drove a 32% increase of retention in monthly subscriptions by designing various user-driven re-engagement campaigns
- Augmented the value proposition of the CMS / LMS platform of content as founding designer for an gamified exam preparation tool, CertXP.
- Gaining influence and followership by empowering and collaborating with colleagues (outside of product), gaining insights and potential UXR participants.

- Enhanced MRR & customer-lifespan metrics by elevating content findability, addressing how to scale the information architecture of the content available on the platform.

- Reduced labor and bugs by providing documentation and accessibility annotations to assist dev-team, writing of acceptance criteria of user-stories

- 25% increase of output-efficiency, managing research study plans, surveys, and qualitative interviews with an AI-supported UXR repository

- Performing moderated and unmoderated UXR to measure KPIs of the platform, perform discovery, and validate insights or interfaces

- Maintaining 508 compliant design system & token structure to enhance consistency, efficiency, and usability

- Creating motion design, communicating product needs with illustrators on contract

Beeline - *UX Designer II*   January 2022 - May 2023

Collaborating in a growing design team, supporting multiple product squads, and delivering UX for enterprise / Saas platforms in the staffing / fin-tech industries.

- [Achieving the business goal](#) of full product adoption for hiring managers in Beeline's HMX, by removing the largest barrier to value (info-scent) in customizable environments

- Presenting Figma wireframes, user-flows, mockups, and prototypes to developers and stakeholders

- Maintaining a design system that was projected to scale into multi-branding feature

- Collaborate with PM and PO to reduce existing waterfall / bottlenecks

- Enhancing efficiency by over 20% by persuading leadership to adopt iterative and Lean UX practices in an agile development environment

- Reducing UI bugs by 40% with cross-functional team engagements, and design Ops enhancements

- Enhanced adoption rate by helping Beeline acquire their first WCAG AA VPAT

- Enhancing efficiency with data analytics communications by 150% via embedding user tracking workflow into the design artifacts / handoff

- Facilitating a safe space for constructive feedback during design reviews with other designers for enhanced design team support and UX maturity.

Beeline - *UX Designer I*   April 2018 - January 2022

Collaborating in a small design trio, supporting internal needs, and delivering UX for enterprise / Saas platforms in the staffing / fin-tech industries.

- Enhanced product team's efficiency after creating org's first user research repository of user personas, empathy maps, and journey maps from qualitative / ethnographic user research.
- Support internal teams with redesigns for various assets and internal tooling, reducing bottom line expenses.
- Enhancing design team efficiency by building and maintaining [Beeline's first 2 design systems](#).
- Augmenting our team functionality with full-stack development of prototypes, R&D experiments, and internal developer support.

Independent Contractor - *Full-stack Developer* March 2014 - March 2022

Collaborating in small dev teams, supporting GIS, civil engineering, and fin-tech environments

- Creating transformative, headless integrations with APIs for various cloud-based spreadsheet tools
- Enhancing product delivery by 150% with integrations of tools like Grunt, Gulp, and others
- Full-stack development of PHP, Vue.JS, NuxtJS, and headless Wordpress applications.
- Performing tasks such as: data mapping, data acquisition, and report building, using tools like SQL for GIS web application development.

EDUCATION

University of Miami, Coral Gables, FL - *BA in Music Engineering (Minor in Electrical Engineering) (Graduated in 2002)*

CERTIFICATIONS

UX Generalist via Google UX Certification / Coursera

Design Systems & UI via Figma Academy

User Research via HotJar

User Research via UserZoom

Psychology, Human Computer Interaction, IXD, UXR, XR Design via [Interaction Design Foundation](#)

Visual Design, Workshop Facilitation, Product Led Growth, AI, and UXD via [Uxcel](#)