

Alan Hensel

Senior Product UX Designer

Senior Product Designer with 7+ years of experience leading end-to-end design strategy for high-scale B2B SaaS platforms, enterprise observability tools, and native mobile applications. Expert at distilling complex technical architecture (distributed systems, performance monitoring, alerting logic) into intuitive, scalable UI/UX. Proven track record of driving business metrics, establishing multi-product design systems, and partnering cross-functionally with PM, Engineering, and Product Marketing to deliver cohesive 0→1 products and growth initiatives.

PROFESSIONAL EXPERIENCE

Product UX Designer | Catchpoint, remote

Jan 2021 - May 2026

Lead UX strategy across 3 core SaaS product lines, designing end-to-end observability and monitoring workflows for enterprise IT, SRE, and engineering teams.

Business Impact: Shaped design strategy and feature execution that directly contributed to a **12% ARR increase** across primary enterprise product lines.

Technical Simplification: Translated complex telemetry data, distributed systems architecture, and alerting logic into intuitive dashboard interactions and scalable workflows.

Design Systems & Governance: Extended and maintained Catchpoint's multi-product design system; scaled reusable component libraries, interaction specs, and accessibility guidelines across multiple products.

Accessibility Modernization: Spearheaded legacy UI overhauls to reach **WCAG 2.1 AA compliance**, drastically improving platform usability for analysts, admins, and operators.

Research & Ideation: Conducted qualitative user interviews and usability testing; synthesized research into strategic product roadmaps and organization-wide narratives.

AI-Accelerated Workflow: Integrated AI tools (Cursor, Lovable, ChatGPT, Gemini) into daily design iterations to accelerate rapid prototyping, research synthesis, and edge-case documentation.

Product UX Designer | Panopta (Acquired by Fortinet), remote

March 2019 - January 2021

Owned product design for an enterprise B2B infrastructure monitoring platform used by IT administrators and DevOps engineers.

0→1 Mobile Product Launch: Designed and shipped Panopta's first iOS and Android native mobile apps from ground zero, navigating complex security parameters and mobile-specific technical constraints.

Foundational Design System: Built Panopta's initial design system from scratch—including core UI patterns, brand foundations, and micro-interactions—reducing front-end friction and scaling development velocity.

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SKILLS

User Interviews • Usability Testing • Exploratory Research • Journey Mapping • Information Architecture • Interaction Design • Wireframing • Prototyping • Motion Design • Responsive Design • Accessibility (WCAG)

PRODUCT & COLLABORATION

Cross-functional Partnership • Product Strategy • Agile & Lean UX • 0→1 Product Development • Design Systems • Pattern Libraries • Documentation • Stakeholder Communication • Mentorship

TOOLS

Figma • FigJam • Figma Make • InVision • Lovable • Cursor • Azure • Jira • Illustrator • Photoshop • AfterEffects • HTML/CSS/JavaScript • AI-assisted UX tools

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts in Designed Objects (Industrial Design)
School of the Art Institute of Chicago

UX Design Certificate
General Assembly

PM Foundation Certificate
Pragmatic Institute

Conversion & Brand Strategy: Directed creative and UX strategy for a full marketing site overhaul, driving a 5x increase in conversion rates and elevating customer trust.

Cross-Functional Delivery: Partnered closely with engineering teams to resolve technical trade-offs across security, performance, and usability while streamlining developer handoffs.

Junior Designer | Spencer Stuart, Chicago, Illinois

September 2018 - March 2019

Modernized brand identity and digital publication collateral across 12 global offices, expanding team content product 2.5x under tight deadlines.

Delivered high-craft visual design systems, production-ready assets, and pitch decks for global executive stakeholders.