Alan Hensel

Senior Product UX Designer

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Versatile Product UX Designer with 7+ years of experience designing complex B2B SaaS platforms, native mobile applications, and customer-facing digital products. Expert in full-lifecycle product design—from research and user flows to high-fidelity visuals, prototyping, and design-to-development handoff. Known for leading high-impact initiatives, simplifying multifaceted problem spaces, and delivering elegant, scalable solutions. Strong communicator who thrives in autonomous environments, collaborates seamlessly with cross-functional teams, and elevates product quality through systems thinking, accessibility, and design system leadership.

PROFESSIONAL EXPERIENCE

Product UX Designer | Catchpoint, remote

Jan 2021 - PRESENT

Lead end-to-end UX across three major product lines, shaping strategy and delivering experiences that contributed to a **12% increase in ARR**.

Conduct user interviews, usability tests, and exploratory research; synthesize insights into actionable product direction and client-ready design narratives.

Translate complex observability and monitoring workflows into intuitive interfaces used by enterprise IT, SREs, and engineering teams.

Partner closely with PMs, engineers, and stakeholders to define requirements, validate direction, and guide teams from concept through implementation.

Extend and maintain Catchpoint's design system, establishing reusable patterns, accessibility standards, and documentation to support cross-product consistency.

Produce detailed user flows, prototypes, interaction specs, and edge-case documentation to streamline engineering handoff and reduce ambiguity.

Overhaul legacy interfaces to meet **WCAG 2.1** standards, improving usability for admins, operators, and analysts.

Use AI-assisted tools (ChatGPT, Gemini, Lovable) to accelerate ideation, prototyping, and research synthesis.

Manage multiple concurrent projects with shifting priorities while maintaining high craft and attention to detail.

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

March 2019 - January 2021

Independently owned UX from discovery through delivery for a complex B2B monitoring platform serving IT administrators and engineering teams.

Designed and shipped Panopta's first **0→1 native mobile app**, balancing technical constraints, security requirements, and platform-specific patterns for iOS and Android.

SKILLS

User Interviews, Usability Testing, Exploratory Research, Journey Mapping, Persona Development, Information Architecture, Interaction Design, Wireframing, Prototyping, Motion Design, Responsive Design, Accessibility (WCAG), Card Sorting, Tree Testing, Surveys, Animation, Illsutration

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, Azure, Jira, Illustrator, Photoshop, InDesign, AfterEffects, Rhino, Keyshot, 3D Design tools, HTML/CSS/JavaScript, AI-assisted UX tools (ChatGPT, Gemini)

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

Built Panopta's first design system, including reusable components, iconography, and brand foundations, enabling scalable product development.

Led UX for new enterprise features, navigating tradeoffs across usability, performance, and security-driven requirements.

Directed creative strategy for a full marketing site rebrand, resulting in a **5× increase in site conversions** and improved customer trust.

Collaborated closely with engineering to answer design questions, refine interactions, and support smooth design–to–development handoff.

Junior Designer | Spencer Stuart, Chicago, Illinois

September 2018 - March 2019

Modernized Spencer Stuart's brand identity across 2018 publications through visual design and rebranding efforts.

Collaborated with marketing and editorial teams across 12 global offices to produce cohesive collateral, increasing content output by **2.5×**.

Delivered polished visual assets, production–ready files, and error–free design decks under tight timelines.