

# Alan Hensel

UX/UI Design & Illustration



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## Education & Certification

### Pragmatic Institute

PM Foundations Certificate

Sept 2022

### General Assembly

UX Design Certificate

Oct 2019 – Jan 2020

### School of the Art Institute of Chicago

Bachelor of Fine Arts - Designed Objects (ID)

Aug 2015 – May 2018

### College for Creative Studies

Studied Product Design & Illustration

Aug 2013 – May 2015

## Skills & Software

### Skills

UX, IA, HCI, UI, visual design, wireframing, prototyping, usability testing, user interviews, illustration, art direction, branding, storyboarding, animation, trend forecasting, market research, digital modeling

### Software

Sketch, Figma, InVision, Axure, Zeplin  
Illustrator, Photoshop, InDesign,  
AfterEffects, Premiere Pro, Cinema 4D,  
Lightroom, HTML/CSS, Javascript,  
Rhinoceros, SolidWorks, Keyshot

## Experience

**Product UX Designer** | 01/2021 – Current | Catchpoint - remote, us  
B2B SaaS company offering digital experience monitoring solutions for IT professionals.

Overhauled and manage end-to-end product design for 2 major Catchpoint product lines directly contributing to a greater than 10% increase in annual recurring revenue.

Formalized and implemented design strategies for in-product learning and development which helped drive customer satisfaction and retention above 90%.

Contributed to a growing design system and pioneered strict guidelines/principles to help facilitate a cohesive and scalable user experience across the different Catchpoint solutions.

**Product Designer** | 03/2019 – 01/2021 | Panopta – chicago, il  
Tech firm with a focus on infrastructure monitoring & Incident response.

Directed end-to-end product design - from concept, research, and wireframes to prototypes, UI, documentation, validation, usability, and production.

Led UI/UX design & usability testing for successfully shipped mobile app, as well as numerous other new and existing product features.

Launched Panopta's first ever working design system - including typography, color, iconography, grid systems, and component standards.

Provided creative direction for rebrand/rebuild of Panopta's marketing site helping lead to a 5x increase in site conversions.

**Junior Designer** | 09/2018 – 03/2019 | Spencer Stuart - chicago, il  
Management and consulting company for fortune 500 companies.

Spearheaded rebranding & art direction for Spencer Stuart's 2018 publications helping successfully framing Spencer Stuart as a more modern & approachable brand.

Led design for Spencer Stuart's 12 Latin American and Southern United States offices, collaborating with editorial team and marketing managers to create brand collateral resulting in 2.5x more content.

**Product Designer (Contract)** | 07/2018 – 09/2018 | Paris Presents – chicago, il  
Global cosmetic company that creates and distributes beauty products and personal care accessories in many retail chains.

Contributed to market research and end-to-end product development for 2 successfully launched cosmetic storage solutions for Paris Presents's in-house brand: Real Techniques.

**Product Design Intern** | 07/2017 – 09/2017 | Ori HD – evanston, il  
Tech startup developing air purifiers and other consumer electronics for the EMEA market.

**Industrial Design Intern** | 01/2017 – 07/2017 | Fferrone Design – chicago, il  
Luxury home goods company specializing in glassware and Italian furniture.

Managed hi-fidelity prototyping, digital modeling and iterated on color/material design for line of luxury home goods,

## Design Projects

**Product Designer** | 08/2017 – 05/2018 | Salone del Mobile Milano – milan, italy

Collaborated with a cross-functional team of 15 other designers to construct a product line of over 20 products for the Whatnot Studio.