Alan Hensel

Senior Product UX Designer

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Strategic Product Designer with 8 years of experience building high-growth B2B SaaS platforms. Expert in navigating the 0-1 lifecycle, having developed core MVPs for startups that have successfully raised $50M+. Currently driving product innovation at Catchpoint, creating observability tools relied upon by numerous fortune 500 infrastructure teams.

Professional Experience

Product UX Designer | Catchpoint, remote

Jan 2021 - PRESENT

Managed end-to-end product design for 3 major Catchpoint product lines directly contributing to 12% increase in annual recurring revenue.

Implemented design strategies for in-product learning & development helping drive customer satisfaction and retention above 95%.

Main contributor to Catchpoint's growing design system and pioneering strict guidelines/principles to help facilitate a cohesive and scalable user experience across Catchpoint's multiple tools and domains.

Overhauled product interfaces and updated design system to meet WCAG 2.1 compliance, making the product more accessible and user-friendly.

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

March 2019 - January 2021

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 0-1 mobile app, as well as numerous other new and existing product features.

Launched Panopta's first working design system - including Design patterns, component standards, custom iconography, grid systems, and brand colors.

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

Junior Designer | Spencer Stuart, Chicago, Illinois

September 2018 - March 2019

Spearheaded rebranding efforts & art direction for Spencer Stuart's 2018 publications helping successfully frame 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.

SKILLS

User Research, Wireframing and Prototyping, Interaction Design, Visual Design, User Testing and Usability Testing, Responsive and Mobile Design, Cross-functional Collaboration, Design Systems and Pattern Libraries, Information Architecture, Accessibility, Motion Design, Design Thinking, Agile and Lean UX, Card Sorting, Front-end Development, Branding and Identity, Journey Mapping and Persona Development, Continuous Learning and Professional Development, AI-driven Design, Brand Management, Tree Testing, Creating Surveys

Tools

Figma, InVision, Lovable, Azure, Jira, HTML, CSS, Javascript, Chat GPT, Gemini, Illustrator, Photoshop, InDesign, AfterEffects

Education & Certificates

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