

HELLO

I am a product designer focused on shaping holistic and scalable experiences that solve real user-centric and business challenges. My work centers on improving workflows, clarifying complex systems, and helping teams deliver products that are both usable and effective.

I am comfortable designing for both small-scale and enterprise environments and pride myself on finding what works best for the product, team, and users.

My background in UX informs how I approach problem solving, prototyping, and system design. I have built and maintained design systems, contributed to implementation with engineering, and helped teams improve consistency and quality across products.

I enjoy mentoring others in using Figma, emphasizing design and content best practices, and serving as a UX/UI subject matter expert while helping lead organization and process efforts among like-minded, passionate peers.

You can view my references and work at www.kennlucas.com.

Thank you for your consideration. I would love the opportunity to learn more about the team and culture at the company.

Kenn Lucas

FIGMA PORTFOLIO PROTOTYPE



www.kennlucas.com

Product designer focused on improving workflows and clarifying complex systems across enterprise web and mobile applications. Experience building and evolving design systems, contributing to implementation with engineering & development peers, and driving product redesigns that improve usability and consistency. Background includes independent consulting across multiple engagements, partnering with teams to deliver scalable, effective solutions.

AREAS OF EXPERTISE

- Component Libraries
- Design Systems
- Figma Design & Coaching
- Variable Collections & Theming
- Advanced Prototyping
- Auto Layout & Constraints
- UX Solutioning & Design
- User Interface Design
- User-centered Design Process
- Design-thinking Model
- AI-Assisted UX Conceptualization
- AI-Assisted Copy/Microcopy Ideation
- Design Documentation
- Branding & Creative

HIGHLIGHTS

- **UX Solutions & Prototyping**
Designed user-centered solutions, mapping taxonomy & structure for multiple products.
- **Figma Leadership**
Implemented and curated robust component libraries and overall design systems with UI design & prototyping.
- **Process & Organization**
Integrated design thinking methodology, process, and documentation on multiple enterprise and startup teams.

EDUCATION

- **Oakbridge Academy of Art**
Partial Studies | Visual Communications

EXPERIENCE

Independent Designer (Freelance) **Self-Employed** 2025-present
Extended an existing brand with new division logotype and production-ready assets for branding and large-format use. Created event and social marketing materials for an oil & gas client. Provided design, coaching, collateral, and signage for an early-stage small business. Designed custom products tied to a charitable initiative, including leading brand and identity for the new parent foundation, establishing its overall presence supporting the oil & gas community.

UXUI Designer **Product Design & Client Solutions Consultant** 2023-2025
Converge (04/2023-09/2023) • SitePen CTH (06/2024-09/2024) • Akima (11/2024-09/2025)
Product designer specializing in building scalable design systems, improving workflows, and establishing design practices across startup and enterprise environments. Led UX and UI across healthcare, eSignature, and enterprise training platforms, translating complex requirements into clear user-centered flows. Built and scaled Figma design systems (components, variables, auto layout) and developed interactive prototypes to align stakeholders and validate solutions.

Product Designer **BaseConnect** 2021-2023
Established a design practice and user-centered process, partnering with product leadership to drive research and define features. Implemented design thinking, component libraries, style guides, and a scalable design system. Led full redesign of a legacy product, delivering end-to-end UX and visual pattern systems. Designed risk assessment and approval workflows for student and instructor pilots, and defined reporting and historical data tools. Expanded the product into new verticals through brand identity and reusable design patterns.

UX Designer **World Wide Technology** 2019-2022
Supported multiple cross-functional teams across enterprise products, driving UX direction, prototyping, and design system consistency. Translated product requirements and stakeholder input into clear interaction patterns and reusable components. Established shared design libraries and interaction standards to improve alignment and reduce design and development friction. Worked closely with engineering and QA to implement designs as intended and adjust in real time. Delivered high-impact Figma interactive prototypes with design testing with users, stakeholder review, and engineer workshops for revision and alignment.

UX Designer **SitePro** 2018-2019
Directed UI and visual design across web and mobile products, including an oilfield planning tool, data platforms, and administrative systems for regulatory reporting. Reworked UX and UI, defining workflow structure, visual patterns, and overall product direction. Conducted on-site user observation and interviews to inform data visualization and reporting prototypes. Collaborated closely with developers across admin tools, drag-and-drop field configurator, and other product features, including extending a custom client reporting solution optimized for broader product use.

FIGMA PORTFOLIO PROTOTYPE



ADDITIONAL EXPERIENCE

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| UXUI Product Designer | Compeat | SaaS Portal App for Web & Mobile, Brand Design |
| Senior UXUI Designer | AutoZone | Discount Card Removal Project, Call Center Software UX, POS Design |
| Mobile Interface Designer | DHi Group | Job Board Mobile Applications, Documentation, UX Taxonomy & Flow |
| Senior UXUI Designer | GeoBlue | Healthcare & Insurance Mobile App Design, Portal UX Design |