
Alan Mills

Senior Product Designer

Saint Augustine, FL 32084 | (954) 292-2392

alan@amdesign.solutions | www.amdesign.solutions

Sr. Product Designer with Seven years across ed-tech, enterprise SaaS, and workforce tech—from discovery to shipped product. I specialize in behavioral design, gamification, and inclusive systems thinking, with a track record of driving measurable activation, retention, and adoption gains. Prioritizing inclusive design ensures greater market share coverage.

SKILLS & TOOLS

- **Practice:** Inclusive Design · UX Research · Behavioral Design & Gamification
- **Craft:** Design Systems · Interaction Design · Accessibility (WCAG AA)
- **Tools:** Figma · React / Front-end fluency

EXPERIENCE

Pragmatic Works - Senior Product Designer

May 2023 - Present

Collaborating in a product trio, designing end-to-end solutions that optimize a B2B / B2C ed-tech platform that targets corporate and vocational school markets.

-
- Drove 200%+ increase in monthly activation rate by identifying friction and redesigning user flows across key onboarding touchpoints, partnering with a PM and 4 engineers; aligned copy strategy with sales.
 - Saved 6+ months of development cost by validating stakeholder interventions through UXR; findings presented async then live to the CEO, president, and all department heads at the quarterly strategy meeting.
 - Led CertXP — a gamified cert-prep tool — from MVP scoping to launch, partnering with a PM, 3 engineers, and an offshore illustrator/Lottie animator; drove a 62% increase in conversions.
 - Drove 25% increase in development efficiency with a tokenized, color-variable design system used by the full product org (3 engineers, 1 PM).
 - Drove 32% increase in monthly subscription retention through a 2-email re-engagement campaign targeting users inactive 7+ days, supported by in-app value nudges.

-
- Run monthly design watchparties with the dev team — live session recordings of users in the product — to build shared empathy and surface friction without formal research cycles.

Beeline - *UX Designer II*

January 2022 - May 2023

Collaborating in a growing design team, supporting multiple product squads, and delivering UX for enterprise / SaaS platforms in the staffing / workforce industries.

- Addressed navigation and information scent barriers in HMX, the hiring manager experience, driving measurable gains in user adoption.
- Reduced UI bugs by 40% through cross-functional design ops improvements with engineering.
- Increased team efficiency 20%+ by championing iterative Lean UX practices in an agile environment.

Beeline - *UX Designer I*

April 2018 - January 2022

Collaborating in a small design trio, supporting internal needs, and delivering UX for enterprise / SaaS platforms in the staffing / workforce industries.

- Helped the org acquire its first WCAG AA VPAT, partnering with engineering leads, QA, and legal/compliance — directly supporting sales.
- Built and maintained the org's first 2 design systems (Figma, Sketch, and code), consumed by 10 teams and 8 PMs across the org.
- Established the org's first UXR repository — personas, empathy maps, and journey maps.
- Participated in portfolio reviews and design interviews for junior and senior candidates; mentored interns on design thinking and career development.

Independent Contractor - *Full-stack Developer*

March 2014 - March 2022

Concurrent freelance practice; front-end/headless builds for GIS and workforce clients.

EDUCATION

University of Miami, Coral Gables, FL - *BA in Music Engineering (Minor in Electrical Engineering)*

Psychoacoustics and circuit design shaped an early instinct for human perception and systems thinking — the same foundations that later formalized into UX practice through HCI study and a decade of systems integration work.

CERTIFICATIONS

UX Generalist via Google UX Certification / Coursera

Psychology, Human Computer Interaction, IXD, UXR, XR Design via Interaction Design Foundation