

ALEX KUKUNIS

Senior Product Designer

Columbus, OH · 561-808-9024 · kukunisalex@gmail.com · [LinkedIn](#) · [Portfolio](#)

PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years across FinTech, Healthcare, and E-commerce, specializing in AI-enhanced UX, scalable design systems, and data-driven optimization. Bridges design and development through hands-on vibe coding (Claude Code, Cursor AI, Gemini CLI), enabling faster prototyping and tighter design-to-engineering collaboration.

CORE COMPETENCIES

Product Design & UX Strategy · Design Systems & Component Libraries · AI-Enhanced Experiences · Conversion Rate Optimization · A/B Testing & Analytics · User Research & Usability Testing · Mobile-First Design (iOS & Android) · Accessibility (WCAG 2.2) · Cross-Functional Team Leadership

TECHNICAL SKILLS

Design: Figma (+ Figma AI), Sketch, Adobe Creative Suite, InVision, Framer, ProtoPie

AI Tools: Figma AI, ChatGPT, Midjourney, Adobe Firefly — UX writing, ideation & image generation

Analytics: Mixpanel, Amplitude, Google Analytics, Hotjar, session recordings, usability testing

Dev: HTML, CSS, JavaScript, React Native, Firebase — fluent in design-to-code handoff workflows

Vibe Coding: Claude Code, Cursor AI, OpenAI Codex, Gemini CLI — prompt engineering & rapid prototyping

Collab: Jira, Linear, Asana, Notion, Miro, FigJam, Slack · Agile / Scrum, Design Thinking, Lean UX

PROFESSIONAL EXPERIENCE

Senior Product Designer | DealerTire / SimpleTire · Cleveland, OH (Remote) Jul 2024 – Feb 2026

- Led full redesign of e-commerce checkout, overhauling error handling and payment flows to reduce friction at every funnel stage
- Reduced cart abandonment 28% and lifted conversion from 2.8% → 3.5% through structured A/B testing and iterative UX improvements
- Designed mobile-responsive experiences across iOS and Android, contributing to a 20% lift in mobile conversions
- Conducted end-to-end user research and moderated usability sessions to validate design decisions before engineering hand-off
- Drove design system enhancements in close partnership with product and engineering in a fast-paced Agile environment

Freelance Product Designer | Independent Studio (Self-Employed) · Remote Jan 2023 – Jun 2024

- Delivered end-to-end UX/UI for web and mobile products across SaaS, D2C e-commerce, and consumer mobile — user flows, wireframes, high-fidelity prototypes, and production-ready specs
- Partnered with founders and PMs to translate ambiguous problems into structured product direction and measurable UX improvements
- Built and iterated on personal design workflows and component libraries to support efficient multi-client delivery

Product Designer | Ascendum Solutions · Cincinnati, OH Feb 2020 – Dec 2022

PayTile — FinTech Peer-to-Peer Payments App

- Led end-to-end greenfield P2P payments app design, scaling to 800 DAU within 3 months of launch; grew engagement 70% via redesigned onboarding and simplified transaction flow
- Built a scalable design system fully aligned with iOS and Android platform guidelines

Anthem Blue Cross Blue Shield — Sydney Health Platform

- Designed an AI-powered live chat feature that reduced inbound support tickets by 30%; improved prescription fulfillment 25% through pharmacy UX flow redesign
- Led member portal redesign with full WCAG 2.2 accessibility compliance; mentored junior designers and co-established design system governance standards

Product Designer | H&M · Remote Jul 2019 – Nov 2019

- Optimized mobile checkout via A/B testing across 10,000+ users — reduced checkout time 15%, improved conversion, and simplified cart-to-purchase with a one-step checkout flow

UI/UX Designer | UltraWeb Marketing · Remote Jan 2016 – Feb 2019

- Designed Shopify e-commerce experiences that increased client sales 30% and retention 15%; integrated UX improvements with email marketing, achieving 25% open rates
- Built and maintained scalable design systems across multiple client brands

UI Designer | WebCreatives · Remote May 2014 – Nov 2015

- Led UI design for a digital agency's WordPress client portfolio; managed a small design team delivering brand-consistent web experiences and style guides

EDUCATION

Bachelor of Arts, Visual Design Communications · Florida Atlantic University 2013