

# ARI KOGAN

## Lead UX Designer

### Expertise

User Experience Design  
User Interface Design  
Interactive Prototyping  
Design Systems  
Motion Design  
Product Strategy  
User Research  
Cross-functional Collaboration  
Content Strategy  
User Testing  
Storytelling  
Usability Testing

### Technical Skills

Figma  
Sketch  
Adobe Creative Suite  
HTML  
CSS + SCSS  
Bootstrap  
JS (competent)

### Education

#### Designlab

UX Academy (2021)

#### University of Oregon

B.S. Journalism (2013)

### Experience

#### Supply | Senior UX Designer

January 2022 -

- External responsibilities include shaping product strategy, user testing, wireframing, and building interactive, feature-rich Figma prototypes.
- Internal responsibilities include helping lead redesign and content strategy of agency website and conducting Figma workshops to ensure the design team is up to speed on best practices.

#### Walmart | UX Design Lead (Agency Partner)

July - December 2023

- Partnered with Walmart's Living Design team to define their ideal design system website, shaping their existing static repository into a shared, centralized knowledge base for all design teams.
- Built multiple content frameworks and prototypes to help stakeholders visualize the shift from a single channel experience (digital) to an omnichannel scope.
- Developed communication strategy to balance visitor context with efficient access to design and implementation resources.
- Explored multiple directions for how the visual presentation layer of the new site could best support its various content types — from core values to case studies to strict implementation documentation.

#### United Malt | Principal Designer (Agency Partner)

February - April 2023

- Redesigned and implemented a new Careers Hub for UnitedMalt.com, showcasing the company culture and better integrating their hiring software.

#### DAT | UX Design Lead (Agency Partner)

April 2022 - January 2023

- Designed and oversaw the implementation of multiple new features that improved efficiency between key user bases in its two-sided marketplace.
- Identified opportunities to improve website UX/UI, resulting in a 33% increase in customer acquisition and conversion.
- Led vQA efforts for marketing website redesign, including identifying, troubleshooting, and solving errors in code.

#### Bowflex | UX Designer (Agency Partner)

January - May 2022

- Distilled research learnings into a unified vision for a next-generation home gym experience. Facilitated feature prioritization with internal stakeholders.
- Designed on-screen UX concepts, including how to communicate advanced metrics and create a bridge between digital and physical experiences.
- Built interactive, feature-rich Figma prototypes to enable user testing of proposed UX solutions within the context of a full-scale physical prototype.

#### Franz Bakery | Lead Technical Designer

February 2017 - June 2021

- Led company website rebuild by conducting key user interviews, designing wireframes, building interactive prototypes, and coding the entire site.
- Oversaw web strategy for various subsidiary companies.
- Redesigned packaging as needed across entire family of products.