DENI ALLEN

UX Designer | Product Designer
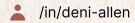
517-242-9706   adanesd@gmail.com   deni-allen.com   /in/deni-allen

Skills

Human-Centered Design
Information Architecture
Personas
Wireframing
A/B Testing
Card Sorting
Agile Methodology
Quantitative Research
Qualitative Research
Affinity Mapping
User Journey and User Flow
User Testing
Prototypes and Mockups
Storyboards
Responsive Design
HTML

Tools

Figma
Adobe XD
Adobe CC
Optimal Workshop
Maze
Miro
Jira
Microsoft Office
Zoom

Languages

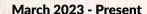English (Native)
Romanian (Intermediate)

Certifications

General Assembly
Visual Design Bootcamp
Coursera
UI/UX Design

Professional Experience

Las Vegas Sands
UX/UI Designer | Las Vegas, Nevada   **March 2023 - Present**
• Partnered with developers, game artists, and product teams to create and refine over 25 wireframes, interactive prototypes, and high-fidelity mockups for online casino games—reducing design-to-development handoff time by 30% and accelerating iteration cycles by 29% through research-driven decision-making.
• Evolved the casino game design system by creating 20+ reusable UI components; accelerated design workflow by 25% and ensured brand consistency across 10+ games.
• Supported future research initiatives by aligning design work with user needs, stakeholder feedback and business insights.
• Participated in design critiques and documented design decisions while maintaining a clear design workflow.
• Lead the production of Las Vegas Sands Game Lobby from concept to completion.

Freelance
Product Designer   **August 2020 - March 2023**
• Applied a data-informed design approach to create intuitive UI/UX solutions, using metrics such as click-through rates, session duration, and form completion data to guide design decisions—improving user flow efficiency by 25%.
• Utilized Figma to conceptualize, design and maintain interactive website and app interfaces, solving user needs and business challenges.
• Strengthened design iterations to 20+ projects including, websites, mobile applications and various other user interfaces using storyboards, typography, and color, resulting in a more appealing and delightful visual design.

Sharenthood   **August 2020**
Sharenthood Parent App | UI Designer | Remote
• Used Figma to create one centralized Design System, including all elements, icons, text styles, and illustrations needed, aiding in the optimization of High-Fidelity prototypes.
• Strengthened design iterations utilizing data from three rounds of user testing using Maze, ensuring a more human centric application with an ending SUS score of 93.4%.

Education

General Assembly | Remote
Certificate of Completion, User Experience Design Immersive (UXDI)
12-week, full-time, 500+ hours, project-based training program taught by industry leaders.
Eastern Michigan University | Ypsilanti, Michigan
Bachelors of Science in Simulation, Animation and Gaming | 3D Design