

Andreea Denisa Allen

Las Vegas, Nevada | (517)-242-9706 | adanesd@gmail.com | [linkedin.com/in/deni-allen](https://www.linkedin.com/in/deni-allen) | [Portfolio](#)

UX/UI Designer | Design Thinker | Visual Problem Solver

UI Designer specializing in high-fidelity visuals, interaction design, and scalable design systems. Experienced in creating polished interfaces for gaming and multi-platform products, with a strong foundation in typography, layout, and visual craft. Recognized for reducing design-to-development friction, accelerating iteration cycles, and delivering consistent, pixel-perfect designs informed by research and real user insights.

AREAS OF EXPERTISE

- **Product Design & UX/UI:** Visual Design • Interaction Design • High-Fidelity Mock-ups • UI Components • Design Systems • Responsive Layouts • Typography • Iconography • Color Theory • Motion/Interactive Storyboarding • Pixel-Perfect Detailing • UI Prototyping in Figma
- **Visual Thinking & Process:** Design Craft & Precision • Visual Problem-Solving • Creativity & Concept Development • Strong Aesthetic Judgement • Cross-Functional Communication • Collaboration with Developers & Artists • Iterative Design • Feedback Integration • Systems Thinking
- **Design Operations & Delivery:** User Flows • Wireframing • Usability Testing • Information Architecture • Personas • Research Synthesis
- **Technical Tools & Platforms:** Figma • Adobe Creative Suite • Miro • Asana • Jira

PROFESSIONAL EXPERIENCE

Las Vegas Sands Corp, Las Vegas, NV | March 2023 – December 2025

UX/UI Designer

- Designed polished UI screens, components, and interactive prototypes for 10+ online casino games.
- Delivered visually cohesive, highly scalable UI through 20+ reusable design-system components, improving team velocity by 25%.
- Developed high-fidelity visuals for the Las Vegas Sands Game Lobby, owning visual direction, component design, and design-system alignment.
- Reduced handoff friction by 30% through detailed documentation, consistent naming, and annotated design specs.
- Partnered closely with game artists and developers to ensure seamless implementation across multiple screen sizes and devices.

Freelance Designer, Remote | August 2020 – March 2023

UX/UI Designer

- Designed UI for 20+ websites and mobile apps, ensuring visually cohesive interfaces grounded in best-practice design patterns.
- Created component libraries, typography systems, and color palettes tailored to each client's brand identity.
- Improved UI usability through iterative refinements based on user testing, stakeholder feedback, and data insights.

PROFESSIONAL PROJECTS

Sharenthood Parent App — UI Design Lead — 3 Week Sprint

- Built the product's full UI visual system including components, icons, typography, and illustrations.
- Improved UI clarity and flow through three iterations of user testing, resulting in a 93.4 SUS usability score.

EDUCATION

- **Certification, User Experience Design Immersive (UXDI)**
General Assembly | Remote
- **Bachelor of Science — Simulation, Animation & Gaming/3D Design | Cum Laude**
Eastern Michigan University | Ypsilanti, MI