Alli Dimailig

UI/UX DESIGNER + FRONT-END DEVELOPER

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Dedicated, empathetic and detail-oriented UI/UX designer and developer with a strong foundation in user-centered solutions. With 10 years of experience and a proficiency in HTML/CSS, Javascript/React, and design tools such as Figma and Adobe Suite, I am seeking a challenging role in a dynamic environment to further develop my skills and stay up-to-date with evolving web standards.

EXPERIENCE

Independent Product Designer & Front-end Engineer **Self Employed** - Remote 2023 – Present

- Partnered with early-stage founders on MVP launches and defined product strategy and lead full design lifecycle for 10+ clients (discovery, user research, wireframes, hi-fi prototypes, iterations, etc).
- Built and maintained scalable, consistent design systems in Figma.
- Used testing and metrics to validate decisions and ensure updates drive measurable growth.
- Developed responsive, optimized and accessible web and mobile front-end interfaces using React, etc.

Product Designer/Developer **Kixie** - Santa Monica, CA Oct 2021 – Mar 2025

- Led redesign of the company website to improve user engagement and develop a scalable design system.
- Website update increased traffic by 40%, page views by 20% and average session time by 30% while also completing product design and front-end engineering tasks.
- Worked directly with executives and product team to analyze and synthesize data to refine product's UX/UI.
- Worked alongside a team of engineers in an Agile environment to implement designs.
- Self-Serve Onboarding Overhaul: Designed and launched a self-guided onboarding wizard reducing setup time by 75%, boosting trial conversion by 60%, and increasing average account size by 4x.
- Dashboard Optimization: Refactored navigation/dashboard and designed/built API-based help sidebar improving visibility and enabling self-service, reducing support inquiries by 20% and accelerating resolution times.

Front-End Developer **Apollo Interactive** - El Segundo, CA Jun 2017 – Jun 2021

- Built a responsive SCSS framework used across dozens of different websites to have a component-based foundation.
- Designed, developed, and managed 20+ websites for various industries (insurance, B2B, SaaS, etc).
- Conducted A/B, redirect, and multivariate tests to optimize digital marketing.
- Advanced accessibility by ensuring websites were ADA compliant.
- Collaborated with cross-functional teams and facilitated testing and translated findings into actionable design improvements.

Core Designer **Viscom Center** - Northridge, CA Aug 2016 – Jun 2017

- Chosen to work at an on-campus cooperative studio.
- Worked with a variety of clients on projects ranging from design, video production, and marketing/management.

SKILLS

UI/UX and Web Design

Data analysis, User Research, Information Architecture, User testing, Wireframing, Prototyping, A/B, redirect and Multivariate testing, Cross-functional team environment, Brand Identity, Graphic Design, and Illustration,

Design Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premier Pro, After Effects, XD), Figma, Miro, Figjam, Wordpress, AI/ML

Development

HTML5, CSS, SASS, SCSS, Javascript, React, Typescript, jquery, RESTful APIs, Acessibility Standards (WCAG), Object Oriented Programming (OOP), node.js, Laravel, automated testing, AWS, Git-flow, Agile/Scrum environment, and PHP

EDUCATION

Google UX Design

Educational Platform

Mar. 2025 - Sept, 2025

BA in Arts, Graphic Design focus

California State University Northridge

Sept. 2013 - May 2017

Deans List: 2013-2017
Overall GPA: 3.75