Allie Serd

allie.serd@gmail.com | allieserd.com | Chicago, IL | 317-771-3312

Senior User Experience Designer

UX Designer with 13+ years across B2C mobile (Walgreens eCommerce) and enterprise B2B platforms, currently leading Supply Chain UXD work at PepsiCo. Skilled at running research end-to-end and turning findings into design decisions that stick. Led design on PepsiCo's Should Cost Modeling platform, migrating $4.5B in legacy data into a modern application that reached 100% adoption and surfaced $150M in identified value. Strong in Figma, systems-level thinking, and integrating AI-assisted tools into the design process. Master's in HCI. Known for making messy, ambiguous problems make sense to both users and stakeholders.

EXPERIENCE

PepsiCo, **Chicago, IL**

Senior UX/UI Designer April 2024 – Present

- Lead end-to-end UX for complex enterprise platforms, blending conversational UI and data visualizations to transform complex supply chain data into simple, intuitive user flows. Architected enterprise AI interaction patterns and UI guidelines, accelerating workflow speed while maintaining rigorous design system quality control, accessibility, and user trust.
- Partnered cross-functionally with Engineering and Product Management to migrate $4.5B in legacy data into a modern B2B application, achieving 100% platform adoption and driving $150M in identified business value over 1.5 years.

Walgreens, **Chicago, IL**

Senior UX/UI Designer December 2021 – April 2024

- Designed high-engagement iOS and Android native app experiences, translating complex customer journeys into intuitive, mobile-first designs that balanced user needs, accessibility standards, and digital growth goals.
- Redesigned 7 photo print products across responsive web and native iOS/Android apps, delivering polished interaction designs and production-ready handoffs that contributed to $2B in sales growth.

The Coda Collection, **Chicago, IL**

UX Designer & Researcher October 2020 – December 2021

The Coda Collection is a multimedia startup offering a unique dual-platform experience. It leverages its digital platform to provide a rich context for the curated video titles available on its Amazon Prime Video channel.

- Shipped end-to-end responsive web and native mobile experiences, establishing detailed wireframes, interaction specifications, and mobile grid systems in Figma for seamless development handoff.
- Led qualitative research and post-release testing utilizing Dovetail, synthesizing customer insights to validate hypotheses and directly inform annual roadmap planning.
- Analyzed behavioral data and quantitative analytics using Hotjar to run test-and-learn experimentation, optimizing user conversion funnels and refining core engagement features.

Walgreens, **Chicago, IL**

UX Designer July 2019 – October 2020

- Spearheaded native mobile app onboarding enhancements in Sketch, establishing seamless user journeys that increased feature discovery, adoption, and customer retention.

- Designed and launched a customer loyalty & cash rewards charitable donation feature for native mobile, driving over 10,000 active users within the first 90 days by creating an engaging, customer-centric experience.

Foot Locker, **Chicago, IL**
UX Designer November 2018 – July 2019

- Optimized native mobile app omnichannel flows by leading competitive analysis, prototyping in Sketch, and conducting usability testing for BOPIS, driving a 25% increase in mobile orders.

CCC Information Services, **Chicago, IL**
UX Designer January 2018 – November 2018

CCC Intelligent Solutions is a SaaS platform providing digital and data services for the insurance and automotive industries. Their flagship app digitized communications between insurers and repair facilities.

- Facilitated customer journey mapping workshops and prototyped in Adobe XD to streamline native app photo submission, reducing user error rates by 20% for a Fortune 500 partner.

Radius Innovation & Development, **Chicago, IL**
UX Designer November 2016 – December 2017

Radius is a global innovation and development consultancy specializing in the healthcare, consumer, commercial equipment, and packaging industries. Its clients include 3M, Speed Queen, and Staples.

- Guided end-to-end touchscreen UI design and Axure specifications through a full Double Diamond process, directly contributing to a 30% rise in customer upsells.

SKILLS

Experience Design

- End-to-end mobile design (iOS & Android), Interaction design, Mobile design systems, Journey mapping, Wireframing, Interactive prototyping, User flows, Information architecture, Strategic thinking, Personalization, Accessibility (WCAG) & Inclusive design, Design thinking, AI foundations

Research

- Usability testing & UAT, Research synthesis, Qualitative interviews, Quantitative analytics, Behavioral data & Funnel insights, Competitive analyses, Research plans, Surveys, Content audits, Heuristic evaluation, Foundational & Evaluative research

Tools

- Figma Suite (Figma Make, Design, Jam), Teams, Miro, Gemini AI, Claude, Dovetail, Hotjar, Sketch, Axure, Adobe XD, Balsamiq

EDUCATION

DePaul University **Chicago, IL**
Masters of Science (MS) in Human-Computer Interaction

Indianapolis University Purdue University **Indianapolis, IN**
Bachelor of Science (BS) in Web Development
Minor in Human-Computer Interaction