

# Chase Althen

Product Designer

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## Experience

### New York State Insurance Fund (NYSIF)

Aug 2024 - Oct 2024

Product Designer (Contract)

- Led UX/UI overhaul, consolidating 3 mobile apps into a single, streamlined experience.
- Built and standardized a scalable WCAG-compliant design system for future development.
- Simplified core workflows (e.g., menu navigation, claim filing), reducing task steps by 20% for improved efficiency.
- Presented design decisions to stakeholders, clearly communicating rationale and user impact.
- Worked cross-functionally with PMs, engineers, and researchers to ship a high-quality product.

### Brainvire

Nov 2023 - Aug 2024

Senior UX/UI Designer

- Designed and launched digital products (mobile apps, e-commerce, web) for Yokohama Tires, Oncor Energy, and Accely.
- Led UX research and interaction design, optimizing experiences to increase engagement and drive conversions.
- Facilitated Figma workshops and mentored junior designers to elevate team output.
- Collaborated across global teams to scale digital products.

### Bam Digital

Feb 2022 - Aug 2023

Product Designer (Contract)

- Designed MVPs and scalable products for startups, bridging UX/UI and product strategy.
- Led digital transformation for a sports analytics startup, achieving a 92% user switch rate.
- Secured \$200K+ in sales by simplifying UX and product strategy for clients.
- Drove UX innovation to refine go-to-market strategies and customer funnels for startups.

### Futureproof

Sep 2018 - Jan 2022

Interdisciplinary Designer & Strategist (Freelance)

- Designed and built custom Webflow sites and branding for clients across industries.
- Provided UX/UI consulting and product strategy, improving digital experiences.
- Managed full project lifecycle—from client acquisition to execution, fostering long-term relationships.

## Skills & Tools

### Skills

User Research, Interaction Design, UX/UI, Product Design, Agile & Design Thinking, Design Systems, Prototyping, Product Strategy

### Tools

Figma, Figjam, Adobe Creative Suite, Adobe XD, Webflow, Wix Studio, MailChimp, Google Analytics, Google Ads, FB Ads, UserTesting

## Education

### B.S. in Business Marketing

Aug 2015 - May 2020

Leeds School of Business | University of Colorado Boulder