

Chase Althen

Product Designer

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(720) 940-6328

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 Marketing

Aug 2015 - May 2020

Leeds School of Business | University of Colorado Boulder