

Christine Logan



SENIOR UX + PRODUCT DESIGNER

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Pacific Time Zone

experience

Senior UX & Product Designer 2022 - PRESENT

@ **Conversica** • *Conversational AI & GenAI Agents*

- › Sole designer across a conversational AI platform, leading UX efforts on a 0-1 product launch, several major redesigns and new product offerings, and a handful of feature additions
- › Created design assets for the 2023 Forrester Wave Report which placed Conversica as the leader in the Conversational AI industry and scoring full points for Vision and Innovation in UX
- › Achieved 70% beta adoption on launch day for a newly designed feature, with 44 of 63 eligible users choosing the new experience over the legacy alternative
- › Migrated an existing design system through two complete rebrands before building a new design system from scratch to support Conversica's automotive AI intelligence offering
- › Reduced churn by 12% by designing forward looking product visions and big picture solutions that had customers literally leaning in to get a closer look
- › Introduced a rigorous QA testing process for UI engineering work alongside a ticket priority system that helped us launch products up to 25% faster with 30% less bugs reported

UX/UI Designer 2021 - 2022

@ **Frogslayer** • *Custom Software Development Agency*

- › Conducted a heuristic analysis for a client that directly influenced an upgrade from a software add-on to a partial redesign, generating \$42,000 in revenue for the company
- › Mentored a junior product intern through hands-on UX training, guiding them end-to-end through persona and user journey development and helping them produce core design deliverables

Web Designer & Developer 2014 - 2021

@ **Boyd Gaming** • *Nationwide Casino & Hospitality Suite*

- › Sole front end developer and contributing designer across 40+ casino, hospitality, dining, and entertainment brands nationwide
- › Led a full website redesign that drove 27% more hotel bookings and 12% more entertainment and dining sales via online widgets, surpassing the company's own projections
- › Served as the subject matter expert for an ADA legal case, leading a full remediation effort that achieved full compliance and avoided a large, multi-property lawsuit
- › Elevated from front end developer to design lead after beating out dedicated designers with the top-ranked concept in a competitive internal design pitch

education

COURSERA

Google UX Design Certificate

UNIVERSITY OF NEVADA, LAS VEGAS

B.S. Computer Science

Course project completed during the UX Design Certificate (2022) selected by Google as a showcase piece; received 30+ mentorship requests from new students as a result

skills

Figma suite

Claude design

AI product design

product strategy

HTML & CSS

UX documentation

ADA compliance

heuristic analyses

design systems

color theory

copywriting

iconography

