

AUSTIN HENNELLY

Senior Product Designer

DETAILS

ADDRESS

Bethesda, Maryland

PHONE

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EMAIL

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SKILLS

Conversion Optimization & Experimentation

A/B & Multivariate Testing

Information Architecture

UX Strategy & Research

Interaction Design

Design Systems

Cross-functional Leadership

HTML/CSS Fluency

Performance Optimization

Figma

Google Analytics

Hotjar / FullStory

Jira

Webflow

PROFILE

Senior Product Designer with 10+ years of experience leading end-to-end digital experiences that drive measurable business impact. Proven track record of increasing conversion rates up to 28% through experimentation, user research, and cross-functional collaboration. Blend strategic product thinking, systems-level design, and front-end fluency to deliver high-impact solutions that align user needs with growth objectives.

EMPLOYMENT HISTORY

Senior Web Designer, Healthy Directions

Oct 2021 — Present

- Led end-to-end product design across a portfolio of DTC health brands, owning discovery, UX strategy, and execution.
- Partnered with product, engineering, and marketing to define hypotheses, prioritize experiments, and align design initiatives with revenue goals.
- Spearheaded a landing and funnel redesign that increased conversion rate by 28% and reduced bounce rate by 22%.
- Designed and launched A/B and multivariate tests across acquisition and checkout flows, generating up to 18% lift in conversions.
- Used qualitative insights and behavioral data to refine IA, user flows, and interaction patterns.

Lead Web Designer, PropertyRoom.com

Nov 2016 — Nov 2021

- Managed and mentored a team of 3 designers while overseeing UX strategy for a large-scale eCommerce marketplace.
- Drove redesigns of core marketplace features to improve usability and increase engagement.
- Led feature and page redesigns that improved usability and engagement.
- Facilitated cross-functional workshops to align business goals, user needs, and technical feasibility.
- Delivered interactive prototypes and detailed specs, ensuring high-quality implementation and reducing QA cycles.

TOOLS

Adobe CS

Figma

Google Analytics

HotJar

Webflow

Jira

Proprietary CMS

LINKS

[Portfolio](#)

[Linkedin](#)

- Incorporated usability testing and behavioral insights to refine IA and optimize user flows.

Graphic Designer, Agerpoint

Sept 2020 — Dec 2020

- Partnered with marketing and development to maintain brand consistency across touch points.
- Designed social media visuals and campaign assets that boosted audience engagement.
- Strengthened brand identity by creating cohesive visual systems across web and print.
- Delivered on fast-turn deadlines while upholding quality and accessibility standards.

Web Designer, Tosoh Biosciences

Aug 2016 — Oct 2016

- Designed and launched landing pages under tight deadlines, ensuring brand compliance.
- Conducted quality assurance on content, resolved layout issues, and coordinated approvals with marketing and IT.
- Spearheaded the update of multiple landing pages.
- Ensured alignment with brand standards through meticulous reviews.
- Collaborated effectively with cross-functional teams.

EDUCATION

BA, James Madison University

Aug 2012 — May 2016

Deans list, 4 semesters

UX/UI Design for Gaming, ELVTR bootcamp

Sept 2023 — Dec 2026

Graduated with honors; earned a perfect course score