**Kevin Weinpel** | User Experience Designer  
Dallas, Texas | (973) 945-7056 | [kevinweinpel@protonmail.com](mailto:kevinweinpel@protonmail.com)[www.kevinweinpel.com](https://www.kevinweinpel.com) | password: UX2025

**User Experience:** Qualitative Research Methods,Use Case Mapping,Usability Testing, Roadmapping  
**Design:** UI Design, UX Design, Interaction Design, Design Thinking  
**Tools:** Figma, Adobe Creative Suite, Sketch, UserZoom, Maze, Jira, Pendo, Quantum Metric, Tobii  
**Skills:** User Driven Design, Accessibility, React, Agile, Scrum

# Work Experience

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| **Sr. Product Designer — American Airlines**   * Led the end-to-end redesign of flight search pages, contributing to **$111M in incremental revenue.** * Conducted discovery research, user testing, and journey mapping to align product decisions with customer needs and business goals. * Applied information architecture and design thinking principles to streamline the booking experience by increasing search **conversion by 2%.** * Coordinated and worked across multiple teams like search, checkout, ancillaries, and international bookings to drive consistency across web, mobile app, and airport kiosks. | Oct 2023 — Present |
| **Product Designer — American Airlines**   * Used the latest research tools like UserZoom, Tobii eye tracking, and airport lounge testing to validate hypotheses and identify key usability improvements. * Created wireframes, interactive prototypes, and detailed user flows in Figma to communicate design intent and support cross-functional collaboration. | Aug 2021 — Oct 2023 |
| **User Experience Designer — Service Autopilot**   * Acted as designer and researcher in an agile startup of 4 dev teams to work across 1 main SaaS product, an app, and a payment portal. * Strategized with the CEO and CTO on a release plan for new software version to keep churn below new software signups of **10%**. * Cultivated a user base of over **300 active** Service Autopilot customers to promote user driven design, discovery, and loyalty to the SA brand. | Mar 2019 — Aug 2021 |

# Education

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| ****Montclair State University, New Jersey**** BFA Graphic Design, Minor in Computer Science Luma Design Thinking Facilitator Certificate UX Certification, Nielson Norman Group | 2014 – 2018  2023 2021 |