



# KEGAN FLAIRTY

Senior Product Designer

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## EXPERIENCE

### Senior Product Designer Alight Solutions

Mar. 2015 – Feb. 2021 (6 years), Chicago, IL

#### Alight Worklife Design System

- Led a multiyear initiative to unify design across 35+ million users by building a comprehensive design system spanning Figma, Storybook, and ZeroHeight – reducing design rework by 40% and creating a single source of truth that eliminated inconsistencies across product teams.
- Redesigned global navigation for Alight's enterprise HR platform, improving findability and reducing friction for millions of users navigating complex benefit and payroll workflows.
- Designed a personalized dashboard system with customizable data cards, giving employees at-a-glance access to their most critical HR information and increasing engagement with the platform.
- Streamlined the annual enrollment flow serving millions of employees during open enrollment season, simplifying a high-stakes, time-sensitive process with clear information architecture and guided UX patterns.
- Mentored direct reports and partnered with project managers to scope, prioritize, and deliver high-visibility design initiatives from brief to launch.

### Senior Digital Designer/UX Designer Aisle Rocket

Apr. 2015 – Feb. 2021 (6 years), Chicago, IL

#### Craftsman, DieHard, Maytag, Whirlpool, KitchenAid, JennAir, Amana

- Designed an interactive 7-foot touchscreen installation for Whirlpool's Chicago showroom – a gamified food storage learning experience that became the showroom's centerpiece and has engaged thousands of visitors annually since launch.
- Led UX and visual design for the Craftsman Smart Lawn iOS and Android app, creating an intuitive maintenance tracking system with step-by-step guides for battery health, oil changes, and blade replacement tied to their smart mower product line.
- Completely redesigned Amana.com with a modern aesthetic, improved responsiveness across all devices, optimized site performance, and introduced an Offline Mode – maintaining brand consistency across Whirlpool Corporation properties.
- Redesigned Maytag.com feature story pages to better showcase brand differentiators through improved content structure and information architecture, helping visitors understand Maytag's value proposition through compelling storytelling.
- Built and maintained component-based pages within Adobe Experience Manager (AEM) across 7 major appliance brands, contributing to scalable content management workflows for client teams.

## EDUCATION

### The Illinois Institute of Art Schaumburg, IL

Bachelor of Fine Arts in  
Graphic Design  
Jan. 2013 - Mar. 2015

### Illinois Central College Peoria, IL

Associate of Fine Arts in  
Graphic Design  
Aug. 2010 - Dec. 2012

## CERTIFICATIONS

### UX Certification

- Nielsen Norman Group  
Nov. 2023

### Professional Scrum Master I

- Scrum.org  
Sep. 2023

### Academy Accreditation - Generative AI Fundamentals

- Databricks  
Jun. 2023

## EXPERTISE

Design System - Components,  
Tokens, Documentation  
Figma  
Adobe Creative Suite  
AEM (Adobe Experience  
Manager)  
HTML/CSS  
Microsoft Office Suite  
ZeroHeight  
Storybook  
AI/ML Tools (CoPilot, Claude,  
Figma Make)  
Miro