



KEGAN FLAIRTY

Senior Product Designer

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SUMMARY

Senior Product Designer specializing in enterprise design systems and UX strategy, with 10+ years delivering at scale. Architect of the Alight Worklife Design System — serving 35M+ users and reducing rework by 40% through component architecture, token standards, and accessibility-first engineering handoff. Fluent in AI-assisted design workflows (Claude, GitHub Copilot, Figma Make) and certified in both UX and Agile methodologies.

EXPERIENCE

Senior Product Designer

Alight Solutions

Mar. 2021 – Present (6 years), Chicago, IL

Alight Worklife Design System

- Spearheaded a multiyear design system serving 35M+ users across Figma, Storybook, and ZeroHeight — reducing rework by 40%, establishing token standards and accessibility guidelines, and defining engineering handoff workflows that accelerated delivery.
- Redesigned global navigation and a personalized dashboard with customizable data cards — facilitating a cross-functional workshop and validating solutions through usability testing to improve findability across complex HR and payroll workflows.
- Owned end-to-end design of the Annual Enrollment flow for millions of employees — wireframes through responsive prototypes — introducing a packaged benefits recommendation system and streamlined information architecture.
- Mentored direct reports, influenced roadmap prioritization, and partnered with PMs and engineers to deliver high-visibility initiatives within Agile sprint cycles.

Senior Digital Designer/UX Designer

Aisle Rocket

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

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

- Sole designer on the Craftsman Smart Lawn iOS and Android app — two rounds of usability testing and a card sort with 15 participants validated the architecture before launch, earning a 4.6-star rating and driving a 40% increase in connected-device engagement.
- Designed a 7-foot touchscreen installation for Whirlpool's Chicago showroom — concepting, interaction design, game identity, and icon library — that became the centerpiece and has engaged thousands of visitors annually since launch.
- Led cross-functional redesign of ten Maytag.com category pages, rebuilding information architecture around a narrative-first framework; traffic grew substantially post-launch and portions remain live nearly nine years later.
- Redesigned Amana.com from the ground up — UX research, wireframing, and high-fidelity design — modernizing navigation, adding offline functionality, and exceeding client performance expectations.
- Built and maintained component-based pages in AEM across 7 major appliance brands, supporting scalable content workflows in partnership with engineering.

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

Google AI Professional Certificate

- Google
Mar. 2026

EXPERTISE

Design Systems

Components, Tokens,
Documentation, Storybook,
ZeroHeight

UX & Product Design User
Research, Usability Testing,
Wireframing, Prototyping,
Information Architecture,
Accessibility (WCAG)

Design & Prototyping Figma (Auto
Layout, Variables, Dev Mode,
Branching), Adobe Creative Suite

Collaboration & Process Cross-
functional Collaboration,
Stakeholder Management, Agile /
Scrum, Miro

Content Management AEM
(Adobe Experience Manager)

AI / ML Tools

GitHub Copilot, Claude, Figma
Make