Agatha Allen

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CHAPEL HILL, NC

Senior UX Manager | Designer | Researcher

PROFESSIONAL SUMMARY

With 15 years of experience, I lead UX teams focused on design-thinking and deep research, developing solutions that are both human-centric and mindful of the broader ecosystem. My work prioritizes resolving user pain points and driving business value, all while embracing innovative technology to positively impact the world.

AREAS OF EXPERTISE

UX Design | UX Leadership | Design Thinking | Product Design | User Research | Team Building Interaction Design | Design Strategy | Web, Mobile and Interactive TV Design | Visual Design Generative AI | Prototyping | Creative Direction | Wireframing | User Journey | Data Visualization Story Telling | Cross-Functional Collaboration | Workshop Facilitation | Enterprise Software | B2B B2C | Marketing | Design Systems | Figma | Adobe Creative Suite | Microsoft Office Suit | Power BI

PROFESSIONAL EXPERIENCE

Sectra
USA | SWEDEN

Senior UX Manager / Product Manager
2022 – present

Spearheaded design strategy and managed design and development work of new and existing software, hardware and AI-enabled products for a medical imaging company ranked #1 in user satisfaction as rated by the KLAS report for the 10th year in a row.

- Designed, managed and launched a software-hardware solution for mammography radiologists increasing the efficiency of mammography screening reading by 400%, and markedly improving the ergonomics for thousands of radiologists globally.
- Defined and managed the design and prototyping of the company's first conversational AI-powered assistant to onboard new radiology users and increase feature utilization in the flagship product, Sectra PACS, patient information and medical imaging management software.
- Hands-on involved in every phase of product design and development, from international user research and product design strategy to interaction design, prototyping and validation.
- Lead collaboration with the hardware product suppliers to drive sustainable development, manage production, customer delivery, assessing product rollout success and tracking and analyzing usage.

Sectra
SWEDEN

UX Team Lead & Founder
2016 – 2020

Pioneered the integration of human-centered design and research methods at an engineering-first medical software company while extending company's capability by creating its inaugural UX team.

- Founded, ran and grew the first UX team which grew from 3 to 16 members, eventually embedded into every day product development processes of the entire product portfolio.
- Spearheaded the development of SPX, Sectra's first product design/component library, thus increasing products' quality and consistency while improving the efficiency of cross-team collaboration.
- Enhanced product development staff's UX skills through bespoke workshops focused on user-centered research techniques.
- Defined and maintained UX processes, ensuring alignment with industry regulations.
- Helped shape the road map for the entire digital product portfolio through generative research, strategy work and prioritization activities.

Sectra
SWEDEN

Senior UX Designer & Researcher
2014 – 2022

Hands-on designer and researcher, transformed the company's portfolio of products to be more user-friendly, intuitive, and effective through human-centered design and user research projects.

- Created a new design for IEP, a medical image exchange platform, ensuring efficiency, usability and patient data security while simplifying complexities of exchanging patient images between healthcare institutions in various world markets. The re-design spurred a 47% revenue increase in 2 years post launch, with current platform adoption at over 500 institutions globally, exchanging over 100 million images every month.
- Collaborated on the activities that led to the FDA approval of one of the earliest solutions for digitizing Pathology.

Arris
SWEDEN

Senior UX Designer
2013 - 2014

Designer in the Consumer Solutions business unit, contributed to the transformation of video entertainment and communications delivery for service providers, leading the planning and execution of interaction design for DreamGallery, a multi-screen video delivery platform deployed by 35 cable operators worldwide.

Motorola | Google
CHICAGO, USA
SUNNYVALE, USA

Senior UX Designer & Experience Planner
2009 - 2013

- Designer in the Converged Experiences business unit, a merger of mobile and TV computing platforms, selected to lead a cultural transition for a start-up acquisition in Sweden.
- Designed and shipped new product innovations for Motorola customers in the space of mobile video consumption, media sharing, personal media cloud storage and sharing, social networking and productivity (ZumoCast, Motorola Media Link, Moto apps suite).
- Senior member of a small global design strategy team challenged with defining the future vision of consumer interaction with mobile and home technology.

Leo Burnett
CHICAGO, USA

Senior UX Designer
2006 - 2009

Senior creative concepting and executing websites, advertising campaigns, TV spots and interactive kiosks for clients such as United Airlines, Whirlpool, McDonald's and US Army.

Arc Worldwide
CHICAGO, USA

Senior Art Director
2004 - 2006

Visual designer of interactive brand and advertising touchpoints for a variety of large B2C clients such as USG, Purina, Behr Paints, Northern Trust and GM.

EDUCATION

IIT | ID
CHICAGO, USA

Masters of Design Methods
User-Centered Design | Design Thinking | Research Methods | Innovation

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CHICAGO, USA

Bachelor of Science, Cognitive Psychology
Bachelor or Fine Art, Graphic Design, minor in Art History

Languages

English (fluent), **Polish** (fluent), **Swedish** (basic)