

Buse Kunkel

Product Design Lead

Collaborative design leader seeking a remote, manager + IC role within e-commerce, fashion, or retail.

Contact

[linkedin.com/in/buseaydore](https://www.linkedin.com/in/buseaydore)

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aydore.com

Skills

Design Tools

Figma | Lottie | Illustrator

Communication

UX Writing | Storytelling | Mentorship

Research & Analytics

UserTesting | Accessibility

Web & Front-End

HTML | CSS | Webflow | Squarespace

Professional Development

AI Snack Club Member

Jan 2026 — Present

Community of women learning AI.

CareerFoundry Bootcamp

Earned Jan 2021

UI Design certificate with front-end dev specialization.

Education

University of Cincinnati

Graduated May 2018

B.S. Fashion Design while interning at Fossil, JCPenney, and Aéropostale.

Experience at Designer Brands Inc.

UX Design Manager

Feb 2026 — Current

- Managing a team of two designers, supporting career development, execution quality, and cross-functional collaboration.

Senior UX Designer

Feb 2025 — Feb 2026

- Crafted a new loyalty program for DSW to drive retention, alleviate user friction, and test gamification.
- Facilitated industry patterning meetings to improve cross-team collaboration and stay ahead of trends.
- Partnered with Product Managers to participate in roadmap and a/b testing prioritization.
- Championed UX Team adoption of new animation tool and templated user reports.

Mid-level UX Designer

June 2022 — Feb 2025

- Proposed gated wishlists which drove +76% wishlist addition and +6.6% loyalty registration (\$3M impact).
- Became subject matter expert for CMS widgets; balancing feature requests, development complexity, and UX best practices.
- Led UX Book Club and acted as liaison between Digital Team & Soles4Souls, a philanthropic partnership.

Associate UX Designer

March 2021 — June 2022

- Boosted conversion +3.3% (\$23M impact) with product tile enhancements that improved scannability.
- Influenced leadership to prioritize video content capabilities for roadmap upon gaining cross-team alignment.
- Translated user research takeaways into opportunities for omni-channel experience improvements.
- Mentored the UX Design Intern.