

# Buse Kunkel

## Product Design Lead

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

### Contact

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[aydore.com](http://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

- Managed 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 for roadmap upon gaining cross-team alignment.
- Translated user research takeaways into opportunities for omni-channel experience improvements.
- Mentored the UX Design Intern.