

Allan Lowson

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VP of Product Design & User Experience

Strategic Product leader with 15+ years driving digital transformation for Fortune 500 brands and high-growth technology platforms. Expert in leveraging automotive telematics, big data, and Generative AI to build high-revenue consumer and B2B products. Proven track record of scaling cross-functional design organizations, managing operational P&Ls, and implementing Lean/Agile methodologies that accelerate speed-to-market.

PROFESSIONAL EXPERIENCE

Head of Experience Design | Arity (an Allstate company)

Remote/Chicago, IL | April 2018 - Present

- **Executive Strategy & Product Vision:** Lead the Experience Design and Research organization for a mobility intelligence platform ingesting 1.5B+ daily driving miles. Partner with Product and Data Science leadership to drive strategy for usage-based insurance, advertising, and consumer app integrations (Life360).
- **AI-Driven Operational Transformation:** Pioneered the integration of Generative AI workflows (Figma Make, Cursor) within the product organization, effectively reducing prototyping cycles and enabling rapid visualization of complex future visions.
- **Organizational Leadership:** Oversee departmental P&L, software procurement, and vendor strategy. Coach and guide Design Leads across diverse product segments to ensure data-rich products are user-centric and commercially viable.

User Experience Lead | National Restaurant Association/Education Foundation

Chicago, IL | April 2017 - March 2018

- **Digital Transformation:** Partnered with the CIO to introduce User-Centered Design and Design Thinking methodologies, guiding the strategic roadmap and RFP creation for critical digital initiatives.
- **Product Modernization:** Directed the evaluation and user experience strategy for the ServSafe learning suite and a new Learning Management System (LMS), utilizing ethnographic research to drive data-informed product decisions.

Head of User Experience & Design | Cars.com

Chicago, IL | November 2014 - January 2017

- **Organizational Scale & Operations:** Built and scaled a multidisciplinary design organization (Interaction, Visual, Prototyping), establishing a centralized pattern library and "Design Lead" structure that ensured brand consistency and responsiveness across the marketplace.
- **Product Transformation:** Modernized the product lifecycle by introducing Lean Agile methodologies and rapid HTML/CSS prototyping; this shift minimized documentation overhead and significantly accelerated speed-to-market for new features.

- **Strategic Growth & M&A:** Partnered with executive leadership to define the product roadmap via customer journey mapping and supported M&A initiatives, including leading the post-acquisition integration of DealerRater features and content strategies.

Experience Director | Razorfish

Chicago, IL | November 2008 - October 2014

- **Account Leadership & Strategy:** Directed the Experience Design practice for State Farm, the agency's largest account, driving a unified omni-channel strategy and overseeing the responsive redesign of critical quoting, claims, and banking products.
- **Organizational Transformation:** Guided the client through a large-scale transition to Agile/Scrum methodologies, streamlining internal business processes and increasing design-to-development velocity.
- **Innovation Culture:** Founded the Chicago office "Maker Lab," fostering a culture of technical innovation by introducing teams to rapid hardware prototyping (Arduino, 3D printing) and creative coding.

EARLY CAREER & PREVIOUS LEADERSHIP

Associate Creative Director | Sapient (Toronto, ON) | 2007 – 2008

Creative Director | Critical Mass (Toronto, ON) | 2005 – 2007

Director of User Experience | dthree (Toronto, ON) | 2004 – 2005

Senior Information Architect | Organic (Toronto, ON) | 2000 – 2004

EDUCATION

B.S. (Honors), Biology | Queen's University, Kingston, Ontario, Canada