

Kellie Verne

Principal Product Designer

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Summary

My background is deeply rooted in design, and for over two decades has been executed in code. Serving as the ambassador between software and design teams is where I excel most, bringing both disciplines into strategic alignment to ensure that initiatives are technically solid, scalable, and built on real design craft. Principal-level expertise across product design, design systems governance, and front-end engineering. Founded UX Engineering as a formal discipline within a large enterprise and served on the founding team of Boeing's global enterprise design system.

Experience

BOEING | Jul 2022 – Nov 2025

Senior Lead UX Engineer, Design System Team | 2023 – 2025

Promoted to the founding team of Boeing's global enterprise design system, the highest-complexity role in the organization's design practice. The work required deep fluency in how every product team operates in order to build infrastructure that could serve all simultaneously.

- Ran cross-functional workshops with designers, engineers, and software leaders, building shared design culture and aligning teams on standards
- Developed and maintained custom Angular components, documentation hub, and a designer and developer starter kit, with ongoing contributions to the team's Storybook library
- Maintained design token infrastructure; implemented GitHub sync to automate token delivery across consuming teams
- Coached designers on Figma architecture, including tokens, variables, auto-layout, and component logic, ensuring design system files were structured to preserve semantic relationships through developer handoff
- Established design-to-engineering contracts that reduced interpretation overhead and improved implementation accuracy across consuming teams

Senior Lead UX Engineer | 2022 – 2023

Moved into an org-wide enablement role, operating across Boeing's design and engineering community as an internal consultant and coach in addition to advancing UX Engineering.

- Provided talks and joined portfolio-leader staff meetings to educate PMs, POs, and senior leaders at their level, building alignment that cascaded to their direct reports
- Embedded with product teams on short-term engagements, doing the work alongside designers and engineers to demonstrate methodology in practice and accelerate team capability
- Ran workshops with designers and developers that surfaced persistent design-engineering breakdowns, informing a data-backed business case presented to C-suite leadership; secured approval for a one-year pilot, defined the operating model and success criteria, and formally established UX Engineering as an HR discipline with first additional UXE headcount approved

JEPPESEN | Feb 2018 – Jul 2022

Lead UX Designer / Front-End Developer | 2019 – 2022

Embedded on a product team where design output was code rather than static artifacts, delivering front-end prototypes that full-stack engineers connected directly to back-end systems.

- Conducted usability testing, user feedback sessions, journey mapping, and surveys to ground product decisions in real user needs and operational workflows
- Built coded prototypes that full-stack engineering teams integrated directly with back-end systems, removing front-end development burden from the dev team
- Facilitated monthly workshops with designers and developers that surfaced persistent design-engineering breakdowns, leading to a two-year investigation into systemic workflow failures

User Experience Design Specialist | 2018 – 2019

Hired as a contract UX Specialist and converted to full-time based on demonstrated front-end development capabilities alongside design practice.

- Delivered production-ready code across enterprise web and mobile applications

COLLECTIVE GOODS | Louisville, CO | 2015 – Jan 2018

Senior Digital Experience Designer | 2016 – 2018

Promoted to lead design and front-end development across the full product portfolio.

- Led UX and UI for enterprise web and mobile products, delivering production-ready interfaces using HTML5, CSS, Bootstrap, and Angular
- Established brand and technical consistency standards across products and channels
- Partnered with product owners and engineering teams to align requirements, design intent, and implementation

UX/UI Designer | 2015 – 2016

Hired as a temporary contractor and converted to full-time based on demonstrated front-end development capabilities.

- Built UI and interactive prototypes using Bootstrap and Angular in a code-first workflow
- Collaborated with product owners and engineering to translate business requirements into consistent, production-ready interfaces

KELLIE GREENE DESIGN | Hawaii and Colorado

Founder and Principal Designer | 1997 - 2017

Founded and led an independent interactive and visual design consultancy for 20 years. 160+ website launches spanning non-profits, mid-market companies, and Fortune 500 organizations; 100% referral-based practice with multi-decade client retention. Delivered full-spectrum creative work spanning interactive design, brand identity, typography, advertising, and editorial and print publication design. Served as strategic design consultant to Silicon Valley branding firms for over a decade, contributing to brand and digital strategy for national and global clients.

Skills

Design Engineering · Product Design · Interaction Design · Design Systems · Component Architecture · HTML & CSS · Governance & Standards · Design Tokens