

# Kellie Verne

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## Principal UX Engineer & Design Systems Lead

My background is in design, but for more than two decades that work was executed in code. Over time, my focus expanded from product delivery to understanding why design intent breaks down as organizations scale.

I help organizations reframe how they see those challenges and build the systems, standards, and practices that improve consistency, adoption, and delivery.

## Accomplishments

Established UX Engineering as a formal discipline at Boeing through two years of research, executive alignment, and a structured pilot program.

Founding team member of Boeing's global enterprise design system, helping establish the standards, adoption infrastructure, and implementation practices used across product teams worldwide.

Delivered full UX ownership and production front-end implementation for aviation software used by 400+ organizations and 400,000+ devices worldwide.

Built and sustained a 100% referral-based design and front-end development consultancy over two decades, delivering more than 160 launches for organizations ranging from nonprofits to Fortune 500 companies.

## Experience

### Senior Lead UX Engineer, Design System Team · Boeing · Aug 2023 – Nov 2025

Founding member of Boeing's global enterprise design system team, serving engineers and designers across the globe.

- Improved adoption, reduced interpretation gaps, and increased consistency in how design system standards were applied by establishing cross-functional alignment practices.
- Maintained the library, documentation ecosystem, and Storybook resources teams relied upon, ensuring design system standards remained accessible and current.
- Reduced onboarding friction for consuming teams by conceiving and solely owning a designer and developer starter kit.
- Connected design decisions to implementation outcomes by helping designers understand the downstream consequences of architecture choices.
- Accelerated delivery across product teams by establishing design-to-engineering contracts that reduced interpretation confusion and improved implementation accuracy.

### Senior Lead UX Engineer, Internal Consultant · Boeing · Jul 2022 – Aug 2023

Founded UX Engineering as a formal discipline through two years of research, executive alignment, and a structured one-year pilot that introduced a new way of thinking about collaboration and process.

- Reframed how Boeing leadership understood the root causes of design-engineering friction through two years of research and cross-functional investigation, securing C-suite approval for a one-year organizational pilot.
- Formally established UX Engineering as an official HR-recognized discipline, defining the operating model, scope, and success criteria.

- Drove alignment across PMs, POs, and senior leaders by providing talks and joining portfolio-leader staff meetings, cascading through their direct reports.
- Accelerated team capability by embedding within product teams on short-term engagements and demonstrating methodology in practice.

**Lead UX Designer / Front-End Developer · Jeppesen Sanderson · Aug 2019 – Jul 2022**

Full product UX ownership and production front-end delivery for aviation software serving 400+ organizations and 400,000+ devices worldwide.

- Drove measurable reduction in support contacts across 400+ organizations through research-grounded redesign of administrator workflows.
- Reduced front-end implementation burden on developers by delivering production Angular code integrated directly into shipping products.
- Investigated recurring sources of design-engineering friction through sustained cross-functional research.

**User Experience Design Specialist · Jeppesen Sanderson · Feb 2018 – Aug 2019**

Converted from contract to full-time based on demonstrated ability to deliver production-ready front-end code directly to middleware and back-end developers.

**Senior Digital Experience Designer · Collective Goods · Feb 2015 – Jan 2018**

End-to-end product design and production front-end delivery for a nationwide pop-up retail platform: marketing website, admin portal, and consumer mobile app.

- Promoted from UX/UI Designer to Senior, expanding responsibility from product design into production front-end implementation across web and mobile products.
- Reduced interpretation gaps between product, design, and engineering by delivering production front-end code that translated design intent into implementation.

**Founder & Principal Designer · Kellie Greene Design · 1997 – 2015**

160+ website launches over two decades. Built a 100% referral-based consultancy with multi-decade client retention spanning non-profits through Fortune 500 organizations. Strategic design consultant to a Silicon Valley branding firm for 10+ years.

- Owned the full delivery lifecycle from discovery through implementation and long-term client partnership, building deep understanding of how communication, process, and implementation decisions shape outcomes.

**New Hope Natural Media · Design & Production Coordinator · 1995 – 1997**

Editorial design and production for nationally-distributed consumer and trade magazines.

**Skills**

Design Systems · UX Engineering · Design-to-Engineering Alignment · Adoption Strategy · Front-End Engineering · Component Architecture · Design Tokens · Governance & Standards · Cross-Functional Leadership