

# Kellie Verne

Senior Product Designer · Design Systems · UX Research · AI-Native Products · Org Building

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## Professional Profile

Senior product designer with 20+ years spanning complex enterprise UX, scalable design systems, and AI-native workflow experiences. Most recent work includes founding a UX Engineering discipline at Boeing after a multi-year investigation into design-engineering breakdowns earning executive sponsorship, running the pilot, and establishing the org-level capability.

Known for raising design quality across distributed teams, coaching designers toward more rigorous and systematic thinking, and translating ambiguous, high-stakes problems into clear, extensible product experiences. Equally comfortable driving design culture and setting foundational practice as executing at the craft level.

## Experience

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

Senior design partner to Boeing's global enterprise design system, shaping design quality, system coherence, and design culture across distributed product teams.

- Coached designers on semantic Figma architecture — tokens, variables, component logic, auto-layout — improving craft quality and reducing downstream implementation rework across consuming teams.
- Ran cross-functional workshops bringing together designers, engineers, and software leaders across the enterprise to establish shared standards and build design culture at scale.
- Contributed to AI-assisted design workflow integration using Model Context Protocol (MCP) servers, connecting design system documentation to LLM-assisted development — an early instance of production AI design tooling at enterprise scale.
- Identified systemic adoption failures in the design system and influenced governance decisions to improve long-term design quality and system health.
- Served as a trusted resource for engineers and software leaders across the enterprise — outside the formal design org — who sought design guidance on complex product decisions.

### Senior Lead UX Engineer, Discipline Founder | Boeing | Jul 2022–Aug 2023

Founded UX Engineering at Boeing: authored the business case, ran the pilot, and established a new organizational capability from zero.

- Conducted multi-year research across Boeing and Jeppesen product teams, diagnosing root causes of recurring design-to-engineering breakdowns — informing a data-backed case for structural change.
- Presented findings to executive leadership, secured approval for a one-year pilot, and defined the operating model, success criteria, and engagement boundaries.
- Pilot demonstrated measurable improvements in design-engineering collaboration quality; UX Engineering formally established as an org-level discipline, with approval to hire additional UXE headcount.

### Lead UX Designer / Front-End Developer | Jeppesen Sanderson | Aug 2019–Jul 2022

Led end-to-end UX design for a mission-critical aviation operations product, conducting the research and facilitation work that later informed discipline founding at Boeing.

- Conducted user research across stakeholder interviews, usability testing, and journey mapping for complex enterprise workflows used in high-stakes operational contexts.
- Delivered high-fidelity prototypes for intricate business logic across web and mobile, driving alignment with engineers on feasibility, constraints, and interaction detail.
- Facilitated monthly cross-functional discovery sessions, building shared design culture and aligning design and development teams around user needs and system constraints.
- Evolved design standards and consistency practices across enterprise applications, establishing repeatable patterns that outlasted individual projects.

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

Hired as contract UX Specialist; converted to full-time employee. Established foundational design research and consistency practices across enterprise applications.

- Conducted user research, usability testing, and stakeholder interviews to ground design decisions in real-world operational workflows.
- Established early design standards and visual consistency practices across the product portfolio.

#### **Senior Digital Experience Designer | Collective Goods | 2015–Jan 2018**

Led end-to-end UX and UI design for enterprise digital products, advocating for user needs across the full design lifecycle.

- Owned interaction design, visual design, journey mapping, wireframing, and prototyping across web and mobile product surfaces.
- Championed user advocacy, translating user research into product decisions and maintaining a user-centered process in a growth-stage organization.
- Delivered and maintained brand standards across all product touchpoints.

#### **Founder & Principal Designer | Kellie Greene Design | 1997–2015**

Founded and led an independent design consultancy for 18 years, delivering full-spectrum creative and digital work to clients ranging from non-profits to Fortune 500.

- Full-spectrum design practice: branding, marketing, advertising, editorial, package design, and web — building fluency across visual communication, systems thinking, and user experience.
- Served as strategic design partner to a Silicon Valley branding firm for 10+ years, contributing to brand and digital strategy for national and global clients.
- Delivered 160+ website launches at 100% referral; owned discovery, design, development, client communication, timelines, and vendor coordination end-to-end.

## **Core Expertise**

Product Design & UX Research · AI-Native Interaction Design · Design Systems (Craft, Governance & Adoption) · Interaction Design & High-Fidelity Prototyping · Design Culture & Org Building · Cross-Functional Facilitation & Coaching · Executive Communication & Design Advocacy · Visual Design & Brand Systems