

**Kellie Verne**

**Lead UX Designer/Front-end Designer and Developer**

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I have been providing creative direction, user-centric design, and front-end development for digital, print, web, and mobile channels since 1997.

### **Balancing beauty, innovation, and usability is an essential part of my work.**

My approach focuses on clean, modern, and professional design executions, taking projects from concept ideation to product rollout. I thrive in translating B2B and B2C brands across various media, uniting touch points for consistent, enjoyable customer experiences while managing creative direction, scope, quality assurance, timelines, developers, and vendor sourcing and relations.

### **I design and develop front-end code for websites + mobile + web applications**

- UI, UX, IxD, visual design for enterprise-level web applications and mobile apps.
- Design, produce, and execute assets, as well as create responsive front-end code for desktop, tablet, and mobile devices. Successful launch of over 160 websites.
- Initiate kick-off meetings to determine project requirements, priorities, user needs, and business goals.
- Produce deliverables for wireframes, low- and high-fidelity prototypes, journey maps, user flows, site taxonomies, design elements, specifications, and style guides.
- Ensure brand and technical consistency across various media channels.
- Work closely with back-end developers to ensure complex requirements integrate with design specifications.

## **Tools**

*Platform* - 35+ years using MacOS

*Web* - HTML, CSS, Angular, Bootstrap, Material Design, Wordpress, Git, Terminal (Mac), Visual Studio Code

*Design Software* - Adobe Creative Cloud, Sketch, InVision

*Project Management* - JIRA, JAMA, Pivotal Tracker, Microsoft TFS, Pantheon, Trello

## **Strengths**

- Independent self-starter that also thrives in a collaborative, cross-functional environment.
- Create and own the creative process for simultaneous projects from ideation to completion.
- Obsessively detail-oriented.
- Strong quality assurance, organizational, project- and time-management skills.
- Creative *and* analytical.
- 20+ years with detailed understanding of design processes, trends, and best practices, including color, tone, typography, use of space, imagery, layout, icons, etc.
- Ability to rapidly absorb and apply emerging technologies, software, and processes.
- Experience working in Agile, SAFe, and Waterfall environments.
- Converting complex ideas into clean, easy-to-understand visuals.
- Constant advocacy for the user, as well as for UX within an enterprise environment.

# Experience

## Lead UXD/Front-end Designer and Developer

Boeing Global Services, Englewood CO | August 2019 - Present

In addition to Full Stack User Experience Design responsibilities:

- Assist in creation of enterprise design system for all digital products across multiple portfolios.
- Act as mentor and guide others to utilize product design standards for development of new/existing web apps.
- In S.A.F.e. process, support both design and development teams by acting as a liaison between the two disciplines.

## User Experience Specialist/Front-end Designer and Developer

Jeppesen, A Boeing Company, Englewood CO | Feb 2018 - August 2019

UX, UI, IxD, Responsive web design (RWD), and front-end development for enterprise-level web and mobile apps. Design and code UI functional prototypes based on user feedback. Effectively communicate interaction and design to stakeholders and cross-functional team members as well as for developer handoff. Translate business requirements into elegant and intuitive solutions while balancing user needs with business goals and technological constraints. Actively contribute to establish consistency among products, collaboration, and a strong design culture.

## Senior Digital Experience Designer

Collective Goods, Louisville CO | Jun 2016 - Jan 2018

UI, UX, IxD, visual design, RWD and development for enterprise-level web applications and mobile apps, as well as corporate and intranet websites. Created mockups, wireframes, prototypes, and customer journey maps, and organized and implemented surveys for user feedback. Refined brand and technical consistency across various media channels. Collaborated with stakeholders and back-end developers to ensure complex requirements integrated with design specifications. Continuous advocacy for the user.

## UX/UI Designer

Collective Goods, Louisville CO | Nov 2015 – Jun 2016

Designed and created responsive UI for a mobile and web-based application. Analyzed moderately complex business systems, issues, and processes, conducted stakeholder and user interviews, and translated insights into a clean, clear UI.

## Owner

Kellie Greene Design, Erie CO | Apr 1997 – Jun 2016

Founded interactive and visual design business, serving a broad client base from non-profits to international companies. Clients were assisted with a full range of B2B and B2C creative services, including interactive design and development, and a wide range of digital and/or print design projects including branding, marketing, advertising, package design, among others. Services managed projects from concept ideation to product rollout.

**Accomplishments:** Successfully launched and/or improved over 160 web sites, 100% of new business based on referrals, with a high level of client retention—many relationships lasting for more than a decade. 10+ years as a consultant for branding and communications firms.

## Lead Designer - Web design and development, branding, visual design

Energy Central, Aurora CO | Oct 2014 – Aug 2015

Wordpress design and code customization to reflect unique brand elements for multiple websites. Creative and art direction for brand development and design for all corresponding printed marketing collateral, advertising, trade show signage and materials, management of contractors.

## Visual Designer, Front-end Designer and Developer

Ohana Foundation for Higher Education, Inc., Honolulu, HI | Mar 2000 – Nov 2000

Designed visual assets and developed front-end code for educational DVDs.