



Nancie J Kelly

Cat Enthusiast
Problem Solver
Designer
Gym Rat
Pescatarian
Coffee Drinker
Music Lover
Master Organizer

About Me

I am a professional designer with a current focus on creating delightful experiences for native mobile apps. My design philosophy is simple. I like to keep it quick, easy, and fun. I like things to just 'make sense' for the user in this hectic world full of tech noise and daily responsibilities.

"I don't subscribe to a matchy aesthetic. If you love it, it will work. That's my philosophy" said someone, one-time, and that has stuck with me. I think good design should make people smile, because if it doesn't, then who really has time for that...

Skills

User centered methodologies, User testing, iOS app design, Android app design, Web design, Photoshop, Illustrator, InDesign, Dreamweaver, Sketch, Invision, Omnigraffle, Assembla, Jira, Github, HTML, CSS

Contact me

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WORK EXPERIENCE

Boston Human Factors, Boston MA

Present

Experience Designer, Lead

As lead designer, I worked with a seasoned researcher to define and refine user experiences for several different types of products. I defined the ux and visual style direction for an iOS app in transportation. I redesigned a payroll website to a more current responsive platform, improving overall usability of the site. I created a theme and designed an executive report displaying user testing data for a medical research product that will be used to prioritize website improvements.

Rocket Farm Studios, Boston MA

October 2010-August 2016

Experience Designer, Lead

As lead designer, I was responsible for complete design of iPhone, iPad, and Android apps across various app store categories for smb and fortune 500 companies. I collaborated with project managers, developers, clients, and stakeholders to define ux requirements through all phases of the app design process. I worked closely with engineers during prototyping and build phases, executing user testing and research when needed. I also recently worked with a specialized team on a v2 rebrand of Rocket Farm, redesigning and leading the implementation of the website. As part of the rebranding, I created new marketing materials and business collateral for the sales team, ensuring consistency and brand cohesion across all final media. Since launch, we have seen a significant increase in lead generation.

Applause (formerly uTest), Cambridge/Framingham MA

February 2013-August 2014

User Experience Designer

Redesigned and rebranded customer platform, combining several products into a single user interface. Collaborated with several product managers, engineers, and key stakeholders across various departments and product teams, gathered data and user research to inform interface design solutions. Translated business objectives, user research, and user requirements into wireframes, user flows, and mockups. Visualized complex sets of data into elegant user experiences. Improved usability of customer platform interface, increasing user satisfaction scores.

Xtone, Boston MA

September 2012-April 2013

Visual Designer

Created visual concepts and final animations for a patented voice-over technology featured in USA Today apps, as well as other IoT apps in transportation. Produced assets for iOS apps, product website, and demo materials.

Old Navy, MA and RI locations

September 2004-March 2009

Customer Experience Manager

Direct report of supervisors and staff of 50+: recruited, hired, developed associates while maintaining low turnover rates. Solicited feedback from customers on product and service to maximize experience and earn SAT ratings on surveys. Analyzed daily reports for product placement in prime real estate to maximize on gross margin. Maintained accuracy of pricing to retain original gross margin on product for maximum profit. Reduced total store shrink by at least 10% each year, reducing in-store theft. Implemented cost reducing strategies store-wide to save on controllable contribution. Consistently SAT on budgeted payroll by recognizing daily economic trends and scheduling accordingly. Earned above-target reviews for personal performance at various locations. Lead and participated in monthly community service events.



Education

Boston University Center for Digital Imaging Arts

Post Graduate Certificate- Mobile & Web Design

Salve Regina University, Newport RI

Bachelor of Arts, Cum Laude- Graphic Design & Photography