

Hello

Nancie J Kelly

Designer
Problem Solver
Master Organizer

About Me

I am a UX professional with over 15 years of digital product experience, working at the intersection of design, user experience, and business strategy. I collaborate closely with product teams and key stakeholders to produce strategically focused, creative solutions. While balancing user-centric design with business goals, I use data to guide decisions when incorporating user feedback. I blend my design expertise with over 10 years of project management experience with staff and budgets to meet critical deadlines in fast-paced, results driven environments. My design philosophy is to create intuitive, time-saving, frictionless experiences.

Skills

Digital design strategy
User centered principles
Agile methodologies
User research and testing
iOS app design
Android app design
Responsive web design
Figma
Sketch
Omnigraffle
Adobe Creative Suite
Jira & Confluence
HTML
CSS

Contact me



Killington VT



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www.njbdesigns.com



www.linkedin.com/in/nanciejelly



WORK EXPERIENCE

Bank of America, Burlington VT

Jan 2022 - Present

Director, Senior Digital Manager- Digital Design & Marketing Analytics

- Visual design and production of the monthly DD&GM Wealth CXO Digital Time Series newsletter for executives with Merrill and Private Bank digital performance updates and creation of content for line of business segment breakouts
- Visual design and updates for the monthly Merrill Marketing Performance Report for executives which incorporates complex finance spend, household acquisition, and campaign data
- Visual design and production of the quarterly Employee Engagement newsletter with line of business updates

Bank of America, Boston MA

Jan 2021 - Dec 2021

Director, Digital Channel Manager- Principal Designer

Client Experience Lead for BOL Account Servicing Participant Platforms:

- Led strategy and delivery for BOL 3.0 mobile app redesign and enhancements to BOL 3.0 online capabilities, with a focus on increasing digital engagement and deepening the Enterprise relationship through improved digital experiences
- Built cross-functional collaborations and key partnerships across the Enterprise driving UX innovation, ensuring seamless project execution and alignment with broader business objectives
- Utilized functional knowledge of BOL users to influence strategic direction and deliver meaningful experiences
- Resulted in year-over-year increases in digital adoption: 50% mobile app adoption, 87% transactions conducted digitally, and 27 consecutive months of growth in digital logins

XD Project + Delivery Coordinator across Wealth, Investing, and Retirement Portfolios:

- Developed and implemented a project tracking framework for the delivery team to monitor progress, ensuring projects stayed on schedule and within scope
- Established and managed routines with the delivery team to ensure consistent project delivery from intake through release
- Drove effective communication between project management and stakeholders ensuring clarity around project statuses, risks, and milestones

Bank of America, Boston MA

Mar 2020 - Dec 2020

VP, Senior Digital Channel Manager- Principal Designer

- Led the 2020 XD roadmap for BOL Account Servicing for participant platforms, spearheading the largest release of a fully redesigned, digital-first BOL experience enhancing personalized account details and transactions, while implementing new planning & guidance education and integration of Enterprise banking services
- Designed and directed over 50 digital initiatives across all BOL participant channels (online, mobile web, native apps) including BOL's first-ever iPad app
- Managed and prioritized strategic design initiatives, overseeing both internal and contract designers to execute on-time deliverables despite resource constraints
- Increased focus on user research and competitive analysis, incorporating feedback into day-to-day design processes to improve overall user experience; identified functionality gaps resulting in acquisition of new accounts and retention of key clients
- Integration of Helix design system ensured adherence to current Enterprise ADA standards and compliance with legal and risk requirements

Bank of America, Boston MA

Jul 2018 - Feb 2020

VP, Senior Experience Designer- User Experience Lead

- Single-handedly executed over 30 digital initiatives for the BOL participant platforms, meeting all roadmap deadlines through effective leadership and collaboration across lines of business
- Streamlined digital processes across business partners by applying agile methodologies, enabling faster consensus and project completion



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WORK EXPERIENCE

Bank of America, Boston MA

Jul 2018 - Feb 2020

VP, Senior Experience Designer- User Experience Lead

[Continued from previous]

- Led design efforts across iOS and android platforms, enhancing features and expanding digital transaction capabilities for the BOL participant mobile apps
- Initiated the digital transformation of the BOL online participant platform into its first-ever responsive website, focusing on 12+ key transactions and experiences based on analytics
- Maintained a digital style guide for the BOL platforms, ensuring adherence to Enterprise branding and design standards
- Conducted user testing and leveraged data analytics to validate improved client experiences
- Defined future strategy concepts for the next-gen BOL participant platform, leveraging research, data analytics, and prototypes to gain Enterprise-wide buy-in and position the platform ahead of competitors

Bank of America, Boston MA

Feb 2018 - Jun 2018

User Experience Lead, contract

- Led UX and visual design for BOL participant iOS and Android apps, delivering the first native apps for BOL, closing a decade long gap within our Enterprise and competitors
- Managed all phases of the app design process: led design sessions setting UX / visual direction while collaborating with product, business, technology, and testing teams
- Continuously sought feedback from Enterprise XD team on UX approaches, making thoughtful decisions on when to align or deviate to meet business goals, client needs, and digital strategy
- Created an app prototype deployed in Bank of America Storefront and showcased on "Padzilla" at the annual client conference to highlight BOL's digital transformation strategy and feature capabilities
- Produced all app store assets to successfully launch the apps on Apple App Store and Google Play Store
- Inspired style changes for other lines of business mobile app icons, influencing the flagship rebranding for the GWIM mobile apps (single bull icon)

Boston Human Factors, Boston MA

May 2017 - Dec 2017

User Experience Lead Designer

Rocket Farm Studios, Boston MA

Oct 2010 - Aug 2016

User Experience Lead Designer

Applause (formerly uTest), Cambridge/Framingham MA

Feb 2013 - Aug 2014

User Experience Designer

Xtone, Boston MA

Sept 2012 - Apr 2013

Visual Designer



Education

MIT CSAIL, Boston MA

Post Graduate Certificate- Human Computer Interaction for User Experience Design

Boston University Center for Digital Imaging Arts, Boston MA

Post Graduate Certificate- Mobile & Web Design

Salve Regina University, Newport RI

Bachelor of Arts, Cum Laude- Graphic Design & Photography

Dean College, Franklin MA

Associate of Science, Cum Laude- Education & Art