

UX leader with 15+ years of experience, driving business outcomes through measurable and elegant experiences.

EXPERIENCE

Sr. Director of UX

Propeller - Nov 2023 - Current

- Leading UX/UI for the global cancer brand Keytruda across web and iOS, delivering scalable solutions
- Managing design systems, integrating accessibility, research, and iterative validation
- Partnering with Client, Legal, and Engineering to define KPIs and drive innovation in an Agile framework

Associate Creative Director - UX & Digital Design

Pryme / NPG Health - Aug 2021 - Nov 2023

- Digital design strategy lead for Boehringer Ingelheim and other healthcare and medical device clients
- Defined UX processes and governance across research and design deliverables
- Led agency design capabilities procurement and vendor management

Associate Director of UX

Fingerpaint - Jan 2021 - Aug 2021

- Led UX/UI design for pediatric and breast cancer-focused pharmaceutical brands
- Facilitated UX research, including stakeholder interviews, surveys, and heatmap analysis
- Partnered with Analytics lead to translate data into UX improvements and optimize user journeys

Lead Product Designer

Nordstrom Enterprise UX Team - Aug 2018 - March 2020

- Conceptualized, researched, and tested the next-generation Customer Care Agent Platform
- Led Point of Sale modernization, including research, UX/UI, and testing for Full-line and Rack stores
- Served as UX/UI lead for the Nordstrom consumer app across iOS and Android platforms

UX/UI Instructor and Student Mentor

University of WA / School of Visual Concepts / General Assembly - Oct 2016 - Oct 2021

Principal Product Designer

Providence Health and Services, Digital Innovation Team - Aug 2016 - Aug 2018

- Grew a pre-MVP app into a fully commercialized, scalable, and personalized healthcare platform
- Developed a product-wide design system and process to increase velocity and ensure consistency
- Led UX teams to develop multi-platform apps and responsive experiences for patient audiences

UX/UI Design Lead

Healthcare Advertising Agencies: Havas SF, Evoke. See details: [linkedin.com/in/mikekellydesign/](https://www.linkedin.com/in/mikekellydesign/)

SKILLS

Research & Strategy: Qual/Quant Analysis, Stakeholder Interviews, Testing, Analytics (Hotjar)

UX: IA, Site Maps, User Flows, Personas, Card Sorting, Wireframes, Prototyping, Accessibility

Design Tools: Figma (MCP, AI, Make), Adobe XD, Sketch, Framer

AI: ChatGPT, Claude, Perplexity, Replit, OmniAI, Agentic AI, Synthetic Audiences

EDUCATION

B.S. Art Education, Art History Minor - The Pennsylvania State University