

Kellie Rogers

User Experience Designer

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Work Experience

Amazon Product Payments

User Experience Designer

May 2016 – Present

Work collaboratively with project managers, technical project managers and developers to solve both business and customer needs for co-branded credit cards and shop with points products. Create user flows and low fidelity wireframes for mobile, desktop and tablet. Work closely with retail team to discuss proposed designs and incorporate feedback. Run usability studies to validate new designs including writing task lists and recruiting participants. Create full fidelity mocks working within the existing Amazon pattern library. Participate in weekly design review meetings.

Amazon Web Services (AWS)

User Experience Designer

January 2013 – May 2016

Work collaboratively with project managers, technical project managers and developers to solve both business and customer needs for billing, Free Tier, Trusted Advisor, Cost Explorer, CloudTrail, policy and support products. Create user flows and low fidelity wireframes from requirements and use cases. Review with design team for feedback on designs. Create interactive prototypes and work closely with researchers to conduct usability studies. Incorporate findings and review with stakeholders. Create full fidelity mock-ups. Review customer feedback after launch and make iterative changes based on customer feedback. Manage weekly design meetings for all AWS console designers.

Amazon Payments

Visual Designer

February 2011 – January 2013

Led redesign of the Amazon Services website, creating low fidelity wireframes, high fidelity mock-ups, and red-lines. Managed all visual designs for the Amazon Payments team. Created and maintained visual style-guide for Amazon Payments to ensure alignment with the European payments teams. Designed and built out HTML email campaigns and landing pages. Created all graphics used on Amazon Payments website.

The Creative Group

Graphic Designer

September 2010 – February 2011

Managed all visual designs for the Amazon Payments team. Created all graphics for Amazon Payments website. Designed banner ads for Amazon Seller Central. Created new booth design, banner ads and brochure for ReTail and other conferences.

Huzzah Design

Graphic Designer

August 2008 – September 2010

Created custom logos, brochures and websites. Built websites using HTML/CSS. Created custom artwork for announcements using Illustrator. Performed photo color correction and optimized photos for the web.

Education

University of Washington

Master of Science (M.S.), Human Centered Design & Engineering (HCDE)
2012 - 2015

Seattle Central Creative Academy

Associate of Arts (A.A.), Graphic Design
2005 - 2007

The Evergreen State College

Bachelor of Arts (B.A.), Art Studies
1999 - 2000

Skills

- Complex Problem Solving
- Heuristic Evaluation
- Information Architecture
- Low and High Fidelity Mocks
- Personas
- Usability Testing
- User Centered Design Process
- Visual Design