Kelly Eng Collet

User Experience Designer and Architect

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PROFILE

User Experience Designer and Architect with over 15 years creating user-focused solutions for websites, mobile apps, on-location digital interfaces, TV, and the Apple watch. Developed industry-first products and services for global market leaders. Thrives in collaborative organizations and focuses on finding solutions that meet the diverse needs across user, business, and technology stakeholders.

UX SKILLS

- Generating user requirements definition by leading client working sessions to understand business goals, studying the competitive landscape, and creative brainstorming with the project team
- Creating tools for discovery and analysis such as conceptual maps, user personas, and user scenarios
- Defining structure, functionality, content, and interaction models through page level wireframes, site maps, and process flowcharts
- Creating test plans and conducting user research
- Contributing to the overall strategic direction and vision of projects

STRENGTHS

- Designing complex and content-rich applications and sites
- Quick to understand industries, business operations, and technical systems
- Extremely detailed, thorough, and organized
- Natural leader and collaborative team player

PROFESSIONAL EXPERIENCE

Senior User Experience Principal and Architect

Bank of New York Mellon / 2021
- UX Principal and Architect focused on "Marketplace," BNYM's client-facing platform that offers APIs for users to consume and integrate into their systems to access real-time data and analytics
- Heavy collaboration with business and product team partners in the development of the UX strategy focused on Marketplace's third-party users
- Conducted user interviews, usage research and analytics, requirements gathering, journey mapping, and high-fidelity wireframes

Senior User Experience Architect

Pepsico – E-commerce / 2019 - 2021
- Lead UX Architect for DTC and B2B commerce platforms and internal marketing systems
- Defined the user experience to improve efficiencies and business value for Pepsi's marketing and data tools
- Provided research and analysis contributing to the roadmap of features and requirements
- Early member of the E-commerce UX group, helping to create the culture and develop internal processes

Senior User Experience Architect

Starwood Hotels & Resorts - Marriott Hotels / 2013 - 2019

- Lead UX Architect for the SPG Mobile App, SPG Loyalty Program, and the Hotel Brands' Websites
- Key initiatives include:
  - Mobile online check-in
  - Keyless room entry
  - On-property WIFI and digital experience
  - On-site meetings management app
  - SPG / Marriott Bonvoy Loyalty Program integration

UX Principal and Architect

Freelance / 2006 - 2013

- Provided a full range of services to inform and create user experiences; activities and deliverables included heuristic evaluations, user and competitive research, usability testing, prototype development, wireframes, user flows, and functional specifications
- Highlighted Projects:
  - <u>Peet's Coffee & Tea</u>: Designed user experience for the launch of the subscription business
  - <u>Tea Collection</u>: Conducted heuristic evaluation of e-commerce site to help drive product development planning
  - <u>Pfizer</u>: Created the internal social platform microsite to collaborate on ideas and support company-wide "innovation" initiative
  - <u>Hampton by Hilton</u>: Created the structure and experience for the Hampton Inn's international brand focusing on product synergies with their domestic brand
  - <u>Wal-Mart International</u>: Developed website standards and templates for the Wal-Mart International brands
  - <u>SlingMedia</u>: Designed user experience for the launch of Sling.com, the company's content streaming and social platform website

Manager, Information Architecture and User Experience

Walmart.com / 2004 - 2006

- Managed 8-person information architecture team
- Set direction for IA discipline and approved all IA deliverables
- Creative lead for the Digital Life business unit (Digital Music, Photocenter); approved all design, copy, and IA deliverables and worked with executive team to establish business plans
- Product management responsibilities included finding product synergies across all businesses, reviewing all designs for consistent user experiences, and introducing new technologies and design standards
- People management responsibilities included recruiting, mentoring, resource assignment and scoping, project coaching, career development, and conflict management

Senior UX Architect

Walmart.com / 2001 - 2004

- Developed information architecture for the launch of cross-channel initiatives and businesses (Digital Music, Pharmacy, Optical, Check-out/In-Store pickup, Gift Registry, Merchandising, Tire Lube Express)
- Completed UX project activities such as requirements gathering, discovery research, concept generation, usability testing, cross-functional collaboration, IA documentation, and prototyping

EDUCATION

- University of California at Berkeley, Haas School of Business
  - Emphases Marketing and Finance
- UC Berkeley Extension
  - Courses in Interaction and Graphic Design