Levi Nellen

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Summary

I am a user experience designer and product designer whose career has taught me how to effectively create digital products and solutions that align with the goals of the user first while ensuring that the stakeholder's product vision comes to fruition. As a UX designer, I get to marry my passion for digital design and my cumulative experience in creating effective platforms and systems that enable the user.

Skills

Technical: Figma, Figjam, Sketch, Invision, Framer, Photoshop, Adobe AEM, HTML, CSS, JavaScript, React, ChatGPT, Copilot

UX: UX Design, Product Design, Accessibility, Design Tokens, User Interviews, Affinity Diagrams, Card Sorting, User Personas, Information Architecture, Quantitative Research Methods, Feature Prioritization Matrix, User Journey, Story Mapping / Storyboarding, Value Proposition, Competitor Analysis, Low/Mid/Hi Wireframing, Usability Testing, A/B Testing, Interaction Design, Design System Creation, Branding, Typography, Copywriting, Agile Development, QA, Public Speaking, Coaching, AI, ChatGPT

Experience

User Experience Designer
Securian Financial
September 2022 – January 2025, St. Paul, MN

As a UX Designer on the Design System Team at Securian Financial, I led key initiatives to modernize core components, enhance accessibility, and improve mobile usability across the company's digital ecosystem. I spearheaded the migration to Figma, training the design team on responsive layouts, prototyping, and accessibility notation. Additionally, I led the redesign of the company's intranet, driving user-centered, research-based improvements and meeting accelerated launch deadlines.

Key Accomplishments:
- Rebuilt core form inputs driving Securian's customer experience to meet modern standards and expectations.
- Served as lead designer for the intranet rebuild, coordinating cross-functional teams to meet associate needs and accelerated launch timelines.
- Conducted rapid prototyping sessions with low and hi-fidelity wireframes to confirm, or challenge, design decisions.
- Collaborated with engineering and brand teams to introduce new color scale tokens, enhancing brand consistency and user experience.
- Provided UX consultancy to internal product teams that did not have bandwidth for a full-time designer on an as-needed basis.
- Led the migration from Sketch/Invision to Figma, overseeing the RFP process, rebuilding the design system leading to an 87% reduction in the component library, and providing team training on responsive design and prototyping.
- Educated design team on AI advancements and how to implement AI into their workstream through a team presentation.
- Standardized focus states, reducing complexity from 5+ variations to a single, accessible state for improved keyboard navigation and low vision users.
- Crafted design system documentation to be consumed by engineers and designers.
- Redesigned buttons and inputs with larger tap targets, improving mobile usability.
- Developed and implemented a bespoke accessibility notation template in Figma, empowering the design team to provide clear accessibility guidance to developers.
- Introduced new popover, tooltip, badge, CTA, and address input components providing teams with greater flexibility in user interface design.

Digital & User Experience Designer
Creatively Focused
January 2022 – June 2022, Mendota Heights, MN

As the sole designer on the team, I was tasked with creating a design system, conducting research including competitive analysis and user interviews, prototyping new features, working directly with the development team, and following the design thinking process in order to meet the needs of our users.

Key Accomplishments:
- Conducted user research that included qualitative and quantitative data collection to help drive ideation.
- Using Figma, prototype low, mid, and high-fidelity prototypes and mockups of new and existing features to help meet the needs of the users and our business.
- Created a design system that utilized current branding and improved upon accessibility for the platform using strong visual design skills.
- Provided a heuristic analysis to help guide further improvements to the platform and guide best practice.
- Conducted an accessibility audit to help improve readability, keyboard navigation, and screen readers which were then implemented into future design templates.
- Worked with cross-functional teams throughout the organization to help improve the platform and measure critical platform analytics.
- Implemented improved user feedback and user testing systems to help promote further improvements to the platform and user workflows.
- Reorganized the information architecture of the knowledge base and documentation to better match the needs of our users, resulting in 60% less service tickets.
- Designed features and screens to match the capabilities of the implemented tech-stack of the platform, implementing advanced interactions and animations where possible.

Implementation Manager & Human Factors Designer
FIX Network / NOVUS Glass
June 2016 – December 2021, St. Paul, MN

Guide new franchisees in the implementation of their business into our franchise network for multiple brands with an acute attention to detail. Utilize the design thinking process and UX best-practice to deliver flexible, scalable digital and physical solutions for the franchise network.
Key Accomplishments:
- Conducted user research remote via interviews, group discussions and on-location to understand the business process and better deliver effective solutions to the network.
- Researched, ideated, designed, prototyped, and tested a mobile application for the franchise network, adhering to various mobile platform standards.
- Conducted on-site usability tests for the Point of Sale platform to help improve the system and meet the needs of our user base, contributing to changes that lead to a 30% decrease in appointment schedule time.
- Created new, more effective user flows for the customer-facing website to promote enhanced closing rates using the online-booking app to increase sales. These changes lead to an increase in closing rate from 30% to 55% over a span of 5 months.
- Produced low/mid/high fidelity wireframes for our website and order booking locations to increase monthly visitors.
- Collaborate closely with Research and Development on the design and production of new, proprietary technologies to be used by the franchise network.
- Co-inventor of an advanced auto glass tool to help fix windshield cracks.
- Extensive public speaking appearances, culminating in emceeing the National Conference for the franchise network.

EDUCATION

UX/UI Bootcamp Certificate: University of Minnesota, Minneapolis, MN
Graduated September 2021
An intensive 24-week long boot camp dedicated to UX/UI. Skills learned consist of Figma,
AdobeXD, HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual
Prototyping & Wireframing, User Research, and User Interface Development.

Bachelor of Science – Secondary English Ed.: Winona State University, Winona, MN
Graduated May 2013