



Kelly Rogers

Designer | Accessibility Advocate | Storyteller

cell: 317-501-9338

email: kellyarogers@me.com

portfolio: kellyarogers.com

Summary

UX designer with 6+ years experience building, shipping, and optimizing digital products and experiences.

Experience

PayPal

UX Designer | Chicago, IL | Feb 2021 - Mar 2024

Designed, launched, and optimized the PayPal Cashback Mastercard acquisition experience. Collaborated with product and engineering to A/B test experiments that increased conversion by 14% in five months. Built and optimized several card management features.

Worked with designers across PayPal to standardize similar flows, decline screens, and components in application flows. Built and maintained parts of the credit teams' component library.

Refreshed the visual and interaction design of the PayPal Credit application. Worked with a cross-functional team to optimize the flow and improve overall usability and product comprehension.

BMO

Product Designer | Chicago, IL | Dec 2018 - Feb 2021

Redesigned BMO's personal checking and savings account applications, which increased conversion by 10% and decreased the average time to complete the application by 90 seconds.

Designed an enterprise platform for bankers that reduces the small business lending application process from 30 days to 30 minutes. Conducted extensive research with bankers to understand the existing lending process. Worked with product, legal, engineering build the consumer-facing business credit card and deposit applications on bmo.com.

Walgreens

Mobile UX Designer | Chicago, IL | July 2018 - Dec 2018

Led the redesign of Walgreen's telemedicine service. Built user flows, IA, wireframes, and prototypes. Collaborated with product, engineering, content, research, and the third-party telemedicine team.

Eight Bit Studios

UX Strategist | Chicago, IL | Feb 2018 - June 2018

Developed user journeys, IA, and wireframes for Echo Logistics, Vivid Seats, and Allstate. Facilitated research sessions, conducted usability testing, and presented to clients. Responsible for developer handoff.

Education

General Assembly

UX Design Immersive | 2017

Purdue University

B.A. Advertising and Public Relations, Political Science Minor | 2008-2012

Skills

Prototyping
Wireframes
Interaction design
Visual design
Information architecture
Storytelling
User flows
UX research

Tools

Figma
Sketch
Axure
Framer
HTML/CSS

Additional Experience

Account Executive, DDB, 2016-2017

Assistant Account Executive, Team One, 2014-2016

Account Manager, The Regan Group, 2014

Project Coordinator, Havas STREET, 2013-2014

Executive Assistant, WME, 2012