

⚡ Kelly Shea ⚡

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EXPERIENCE

Freelance

PRODUCT DESIGNER | DEC 2022 – PRESENT

Currently working on a soon-to-be-released stress and recovery coaching program with some pretty excellent folks.

Precision Nutrition

LEAD PRODUCT DESIGNER | JUL 2017 – OCT 2022

I worked with a small team to reimagine ProCoach as a highly customizable 1:1 coaching platform that helped coaches foster more successful and engaging relationships with their clients.

- Created the UI for the new ProCoach experience that allowed coaches to customize their client's programs resulting in improvements to overall customer satisfaction and increased coach retention.
- Designed the in-app messaging system that allowed coaches and clients to send direct messages and media to each other, increasing client engagement in the program.

ClassPass

SENIOR PRODUCT DESIGNER | MAR 2016 – NOV 2016

Designer on the team responsible for the discovery and booking of boutique fitness classes. I was the sole designer on Android responsible for the platform reaching parity with iOS.

Priceline

DESIGN DIRECTOR, MOBILE | AUG 2013 – MAR 2016

Provided direction and feedback to six designers across iOS, Android and Mobile Web teams. Created conceptual sketches, wireframes, and visual designs for the iOS platform.

- Conceptualize and designed the "Unlocked Deals" feature which provided a 13% conversion lift to the Express Deals product and increased loyalty with 40% of customers returning to book the same hotel.
- Integrated PayPal and Apple Pay into the iOS app to simplify the checkout experience and increase conversion.
- Designed the "Deals Near Me" feature to help customers find the best hotel price within a specified radius.

Priceline

SENIOR UI/UX DESIGNER, MOBILE APPS | NOV 2011 – AUG 2013

Senior designer for iPhone, Android, and mWeb (I even designed apps for the Windows 7 and the short-lived Amazon phone). Based on A/B testing, user testing, and business objectives, I worked alongside developers and project owners to wireframe, design, and test compelling user-centered experiences. Working on small teams in an agile environment, we were able to iterate rapidly to produce high-performing and intuitive designs.

- Designed Priceline's first mobile optimized flight booking path.
- Overhauled the iPad experience which led to an increase in conversion and a decrease in customer service calls.
- Designed a "Skip the Bid" feature for the Name Your Own Price™ product that resulted in a +21% conversion increase in Express Deals.
- Redesigned the Name Your Own Price (NYOP) path on mobile which resulted in a 10% increase in conversion to NYOP and a decrease in customer service calls.

The Onion

SENIOR MOBILE/WEB DESIGNER | DEC 2007 – JUN 2011

Worked closely with the editorial and web development team to generate ideas and develop design strategies for various digital projects. From the wireframe stage through to the final design comps, I was responsible for translating the needs of The Onion, its users and its advertisers into effective design solutions.

- Lead the redesign of The Onion website.
- Designed multiple special and take-over editions.
- Designed The Onion's first and only iPhone app.

EDUCATION

School of Visual Arts, New York

MFA, Computer Art – Multimedia & Telecommunications

Hofstra University, New York

BS, Fine Arts/Graphic Design, Minor in Psychology

CERTIFICATIONS & COURSES

Nielsen Norman Group UX Certificate

BJ Fogg's Behavior Design Bootcamp