

# Kelly Gillit

## SOME NOTABLE LAUNCHES

- Mr. Cooper's Chat Bot Pilot within the first month achieved +130,000 unique views, +70% growth in customer engagement, and increased call center profitability and efficiency.
- World of Hyatt's native iOS and Android app grew total revenue by +11.4%, bookings +11.9%, total downloads +22.1%, loyalty program enrollment +40% (YOY), and unique visitors +6.6%. Brand new in-stay feature, mobile door unlock, grew by +160%.
- Coca Cola Freestyle, an industry-transforming, cross-channel experience, engaged users through social, mobile, and drink kiosks with over 1 million pours in 2017 and 2+ million app downloads.
- Caesars Entertainment's native iOS and Android app maintained 4.5+ star rating while navigating a merger, onboarding another existing loyalty program's user base, multiple third-party API integrations, and complete Caesars Entertainment rebrand.

Increased app engagement across 55+ million loyalty members (2.5+ million international) with 70% of active users at least once a week.

## RECENT EXPERIENCE

### **Vroom** — *Sr. Product Designer*

JUL 2021 - PRESENT

Lead product designer for Value Add and Retain & Engage channels. Defined advertising partnership strategy & roadmap. Accessibility Lead.

### **Mr. Cooper** — *User Experience Design Lead*

MAR 2020 - JUL 2021

Launched Mr. Cooper's Chat Bot, Refinance Self-Serve, Post-Forbearance Solution, and Unified Agent (internal tool). Accessibility Lead.

### **Projekt202** — *User Experience Design Lead*

DEC 2019 - FEB 2020

Lead product design consultant for FedEx & FedEx Express.

### **Bottle Rocket** — *User Experience Design Lead*

OCT 2017 - DEC 2019

Launched integrated experiences across mobile, web, native, & externals such as kiosk & wearable tech. Accessibility Lead.

### **Match** — *Product Designer*

DEC 2016 - OCT 2017

Product lead for Singles in America 2017 campaign, Single's Greetings Holiday Campaign, email, social media, & external brand collaborations.

## SKILLS

Cross-Disciplinary Leadership  
Design Operations & Management  
Business, Web, & Mobile Strategy  
Award-Winning Product Design  
Lean UX • Agile Methodologies  
WCAG 2.0 & GDPR Compliance  
Design Systems Development  
Design Thinking Workshops  
Digital Accessibility SME  
Responsive Web Design  
Native App Design  
Lo-Fi Techniques  
Usability Testing  
User Research  
UX • UI • CX

## RECOGNITION

Adobe Creative Jam  
Marcom Awards  
The One Show  
The Creative Summit  
American Advertising Awards  
Graphis New Talent Annual

## INVOLVEMENT

PeopleFund  
Micromentor  
ADPList Mentor  
The A11y Project

## PUBLICATIONS

2020 **The A11y Project**  
*Designing Accessible Animation*

## EDUCATION

2013 - 2016 **Texas A&M-Commerce**  
*BFA, Design & Visual Communications*

2009 - 2013 **Kilgore College**  
*AAS, Advertising & Graphic Design*  
*AA, English Language & Literature*