

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