

Kelly Brehm

Lead Product Designer specializing in Product Design, Strategy & Architecture

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Core Expertise

Product Architecture & Strategy · Systems Thinking · AI-Enabled Product Design · Operational Platform Design · Workflow Design · Roles & Permissions · Interaction Design · High-Fidelity UI Design · CRM & EHR Platforms · Customer Discovery & Research · 0→1 Product Development · Healthcare & FinTech · Enterprise SaaS + Startup Environments

Senior Product Designer / Cencora Feb 2025 - present

- Owned the end-to-end product experience across four enterprise applications spanning customer service, sales, logistics, and customer self-service.
- Improved customer service portal usability by 35% by introducing multi-account workflows that enabled representatives to support five customers simultaneously.
- Led product design for features integrating an acquired logistics platform into the Cencora ecosystem.
- Aligned business, product, and design priorities through weekly product reviews, enabling faster product decisions.
- Partnered with business analysts and engineering through implementation, conducting design reviews and ensuring delivered experiences matched product intent.
- Enhanced an application-level design system, improving consistency and accelerating feature delivery.
- Integrated AI into discovery, concept exploration, and rapid prototyping, enabling faster product iteration and product decisions.

Fractional Lead Product Designer / Selected Clients & Projects Jan 2012 - present

- Led product design across startup and enterprise engagements, combining enterprise systems thinking with startup execution speed to define product architecture and engineering-ready user experiences.
- Translated early-stage product ideas into engineering-ready product architecture, workflows, and user experiences.
- Defined the operational architecture for a custom EHR platform, translating complex healthcare operations into configurable multi-role experiences.
- Led product design as the founding designer for a 0→1 pet services marketplace, creating customer, groomer, and administrative experiences across mobile, tablet, and desktop platforms.
- Led product design and architecture for strategic enhancements to a land management platform supporting \$35M in projected user sales, unifying multiple applications into a single operational experience.
- Led product design and architecture for a configurable operational CRM platform, building a working product prototype with Claude Code to validate product architecture, workflows, and interactions before engineering handoff, reducing an estimated six-month design effort to under 12 weeks.

Senior Product Designer / Avodah Oct 2023 - Aug 2024

- Owned end-to-end product design across Avodah's healthcare and collaborative translation platforms, partnering with Product and Engineering to deliver two enterprise SaaS products from discovery through delivery.
- Partnered with the Product Owner to define product strategy for a collaborative translation platform,

designing administrator and contributor experiences for AI-assisted translation workflows.

- Led discovery with billing coordinators and board members to understand clinical workflows, designing a billing code tracking experience that reduced provider documentation time and improved billing accuracy.
- Expanded two Figma design systems with reusable components, interaction patterns, and documentation, improving consistency across both products.

Senior Product Designer / Brightflow AI Jun 2021 – Sep 2023

- Founding product designer for a 0→1 FinTech AI SaaS platform, partnering with Product to define product strategy and roadmap priorities through rapid iteration and continuous customer feedback.
- Designed data-driven product experiences with KPI dashboards, forecasting, goal tracking, and business health scoring for SMB customers.
- Created customer archetypes that helped the team understand target customers, design experiences around their needs, and make more informed design and product decisions.
- Led customer interviews, usability testing, surveys, and exploratory research, translating customer insights into product strategy, roadmap priorities, and feature definition.
- Partnered with Product to prioritize roadmap initiatives using customer insights, business goals, and RICE scoring in Productboard.
- Established a scalable design system using MUI as the foundation, creating reusable components that improved delivery speed by approximately 40%.

User Experience Designer / Ameriprise Financial May 2018 – May 2021

- Designed advisor workflows for a large-scale enterprise financial platform, simplifying complex investment and client management experiences.
- Led discovery with financial advisors and business stakeholders to identify workflow inefficiencies and improve operational efficiency by approximately 30%.
- Defined information architecture and interaction patterns that streamlined advisor decision-making across internal tools.
- Contributed to the enterprise design system, creating reusable components and patterns that supported consistency across products.

User Experience Visual Designer / US Bank Jun 2013 – Aug 2015

- Defined the experience strategy and visual direction for U.S. Bank's new online banking platform, shaping customer experiences across core banking workflows.
- Created a comprehensive mortgage customer journey map that guided lending strategy and customer experience decisions, becoming a department-wide artifact used to identify pain points and opportunities across the end-to-end mortgage process.
- Designed A/B testing experiences to validate customer interactions, optimize key banking workflows, and support data-informed design decisions.
- Facilitated discovery workshops with mortgage specialists to simplify lending workflows and reduce friction throughout the mortgage application process.

Senior Creative Manager / Digital River Jul 2006 – Jun 2012

- Built and led the global marketing design organization, hiring, mentoring, and managing a cross-functional team of up to 12 internal and external designers and developers while providing creative direction across all digital design initiatives.
- Established operational workflows for project estimation, prioritization, resource planning, and delivery, improving

team productivity by approximately 40%.

- Directed UX and visual design for global eCommerce shopping cart experiences, landing pages, email campaigns, and A/B testing initiatives, ensuring high-quality execution across multiple enterprise clients.
- Managed day-to-day design operations, balancing team workloads, reviewing deliverables, mentoring designers, and maintaining quality across concurrent projects.

Education

Multimedia Computer Graphics Minnesota School of Business

Certifications

UX Certification Nielsen Norman

Methods & Tools

Design Practice

Customer Discovery · User Research · Information Architecture · Interaction Design · Design Systems · Accessibility · Responsive Design

AI & Prototyping

Claude Code · Figma Make · Working Product Prototypes · Rapid Prototyping · AI-Assisted Product Design

Qualitative & Quantitative Research

User Interviews · Usability Testing · Maze · UsabilityHub · Google Analytics · Heap · FullStory

Tools

Figma · FigJam · Miro · Productboard · Jira · ClickUp · Shortcut · Notion