KEILA OLBRICH

(585) 278-2704 | kkolbrich@gmail.com | Keilaolbrich.com | linkedin.com/in/KeilaOlbrich

👋 UX Designer

Versatile product designer passionate about creating intuitive, user-centered digital experiences. I specialize in research-backed design, focusing on accessibility and seamless interactions. With extensive experience in engaging cross-functional teams, I've driven product innovations that enhance customer satisfaction and business outcomes.

✏️ Skills

- Conceptualization
- Wireframing
- Competitive analysis
- Information architecture
- Qualitative research
- Quantitative research
- Content organization
- Critical thinking
- Design sprints
- Workflow design
- Taxonomy
- User testing
- Accessibility
- Visual reports
- Prototyping
- Process flows
- Personas
- Use cases
- Iteration
- Blue-lining
- User interface

🔧 Software

Figma | Adobe CC Suite | Procreate | Sketch | InVision | UserTesting.com | Qualtrics

💻 Experience

Thistle, Pittsford NY — Senior Product Designer
March 2024 - Present

Responsible for leading the design of the end-to-end subscription experience across web and mobile platforms, with a focus on creating seamless, intuitive interactions that support the company's commitment to healthy, sustainable, and personalized meal delivery.

- Currently leading the redesign of the Thistle iOS app, optimizing user flows with a focus on increasing product visibility and order customization. Usability testing of initial prototypes resulted in 71% customer approval, leading to a planned production release in 2025.
- Redesigned the subscription cancellation flow, streamlining the user experience across all platforms reducing overall cancellation rates by 5% and cutting iOS-specific cancellations by 12%.
- Adapted the Thistle ecosystem to support menu expansion, including new permanent items and rotating categories. Supported the successful launch of Thistle Classics, which saw 9.4K customers and 27K meals ordered, marking strong adoption of the first menu expansion in four years.

Amazon Books Enterprise, Seattle WA — *UX Designer II*
August 2023 - March 2024

Directed design for Amazon business bulk ordering and gifting programs, and initiated a broader vision for the team, focused on integrating UI with the consumer side of Amazon books.

- Addressed customer pain points in the Books Voucher Program, enhancing admin capabilities to mass-add titles and categories, enabling feature scalability for large clients. This innovation facilitated the onboarding of a major client and the largest funded bookshelf in team history, totaling over $700k.
- Initiated long term research vision for the team, to identify new customer verticals, as well as establishing new data collection mechanisms that informed, identified, validated, and prioritized roadmap projects for the coming year.

Goodreads, Seattle WA— *Product Designer II*
July 2022 - August 2023

Led initiatives focused on increasing customer trust and engagement, by updating existing login workflows to be secure and regulation compliant, resulting in a significantly lower customer trust risk score.

- Proposed new features that would increase visibility of 'verified' members within the community of readers, increasing community trust and reducing spam accounts/bad actors.
- Assisted the Goodreads 3-year vision for eReader by establishing Kindle specific integrations within the kindle UI framework, supporting a quick deprecation of low activity segments.

Amazon Books, Seattle, WA — *UX Designer II*
June 2019 - June 2022

Guided the long term vision and created experiences for how customers connect with authors and how authors are represented on Amazon and Kindle.

- Conceptualized, tested and implemented reader 10+ specific features on Amazon that addressed the evolving discovery needs of books customers across surfaces and marketplaces - leading to a standard author presence and expansion into 5 new global locations.
- Managed, revised and developed new features for Author Central portal, allowing authors to track sales & follow metrics, manage content, driving additional author engagement and book units.
- Partnered with internal teams to adapt brand stores to deliver a custom Author page experience across surfaces, opening up new advertising features, enhancing the customer experience and leading to a 31% lift in attributed books sales in the first 30 days.

Chess Health, Rochester NY— *UI/UX Designer*
September 2015 - January 2019

Oversaw the design of evidence-based B2B relapse prevention mobile applications and web portals.

- Guided the vision and designs for data driven wellness platforms.
- Delivered digital solutions for clinicians that improved health in targeted patient groups, and increased participant engagement during outpatient treatments by roughly 20%.
- Led the ground up design of a suicide prevention application that was built, and approved for a clinical trial study about technology's impact in harm reduction. The application was implemented at 7/25 sites.

🎓 Education

Bachelor of Fine Arts (BFA) New Media Design
Concentration in Advertising and Public Relations

Rochester Institute of Technology, Rochester, NY

✨ Activities

Amazon Inventor Award — 2020
In recognition of innovative thinking & contribution to our technology

RYT 200 Hour Certificate — 2019
Certification to teach Yoga granted from Yoga Alliance

Gilda's Club Volunteer — 2018
Marketing and Visual Design for cancer support community events

Imagine RIT Exhibitor — 2016
Interactive music discovery exhibit in partnership with Rock and Roll Hall of Fame

📝 Note from the Designer

Thank you for reviewing and looking over my resume! I appreciate you taking the time to read all the way to the bottom and learn more about me and my skills.