

# Blake Rochelle

UXC UX Designer

## Contact

### Address

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### LinkedIn

<https://www.linkedin.com/in/blakerochelle/>

### WWW

<https://blakerochelle.github.io/>

## Skills

Iterative Development  
Excellent

UX Design  
Very Good

UI Prototyping  
Very Good

Responsive Design  
Excellent

HTML SCSS Javascript  
jQuery  
Excellent

Highly skilled UX designer and front-end web developer with 15 years experience in designing and integrating new website functionality and prototyping interactive product application interfaces. Designed a consumer web rater that increased annual direct sales by \$650,000 per year and a user research tool that cut research time in half, significantly reduced risk and improved annual revenue loss by ~\$250,000.

## Work History

2010-09 -

Current

### UX Designer

*Kemper Corporation, Previously Infinity Insurance, Birmingham, AL*

- Lead UX designer for Infinity Insurance
- Promoted and ensured consistent look, feel and experience across multiple Kemper/Infinity domains and platforms.
- Defined user experience concepts and provided design layouts, workflows, prototypes and high-fidelity graphics.
- Created and maintained libraries of reusable web components.
- Closely collaborated with cross-functional teams and business units to turn requirements into completed apps, within project deadlines, and to identify and quickly address problems.
- Developed and facilitated UX workshops, to help promote optimum user experience across the organization, with 95% positive feedback from attendees.

2003-10 -

2010-09

### Lead Web Developer

*Red Mountain Technologies, Birmingham, AL*

- Utilized user-centric principals to design and develop web-based applications.
- Maintained existing applications to ensure their accuracy and currency.
- Performed technical support duties and customer interaction training.
- Served as project coordinator which included managing current project goals as well as long term team goals.

- Planned, designed and prepared company newsletter for digital and print dissemination.

2002-02 -  
2003-10

## **Customer Service Representative**

*AutoCheck Auctions, Birmingham, AL*

- Vehicle history data provider to over 95% of the auction industry.
- Interacted one-on-one with customers to help serve their individual needs.
- Coordinated with management to strengthen relationships with our customers.
- Analyzed various data streams to determine the accuracy of historical vehicle information.

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## **Education**

1997-09 -  
2001-12

## **Bachelor of Science: Business Administration, Management Information Systems**

*Auburn University - Auburn, AL*

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## **Certifications**

2018-03

UX Certification, Nielsen Norman Group