

Blake Rochelle

—
PRODUCT DESIGN LEADER

Details

Gulf Breeze, FL
USA
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Links

[LinkedIn](#)
[UX Portfolio](#)

Skills



Profile

Strategic digital experience leader with over 20 years of success spanning UX design, web development, and cross-functional team leadership. Combines creative problem-solving with business acumen to craft user-centered digital solutions that enhance efficiency, satisfaction, and revenue growth. Experienced in guiding design strategy, mentoring teams, and transforming complex requirements into intuitive, data-informed user experiences that align with organizational goals.

Work History

UX Design Lead, Magellan Health, Remote

JUL 2023 – PRESENT

- Help drive the unification of 130+ legacy provider websites into a cohesive, user-friendly experience.
- Partner with leadership and product teams to prioritize initiatives, define KPIs, and measure design impact.
- Lead the development and organization of Magellan's design system, increasing adoption and consistency across digital properties.
- Collaborate with engineering and business partners to implement analytics to inform future design decisions.
- Manage portal content and forms in Liferay CMS, ensuring seamless access.
- Foster cross-team collaboration and advocate for scalable, user-centric design practices across the enterprise.

Lead UX/UI Designer, Jackson Hewitt, Remote

OCT 2020 – MAY 2023

- Led end-to-end UX strategy for the Tax Resolution division, partnering with executive leadership to define workflows, priorities, and business outcomes.
- Directed user research, testing, and iterative prototyping to validate key design assumptions and improve service adoption.
- Created and maintained a living style guide and scalable component library, enabling design consistency and development efficiency.
- Collaborated with product and development teams to integrate designs directly into production.
- Presented design solutions and metrics to leadership, influencing direction and funding for new initiatives.

UX Designer / Product Experience Lead, Infinity Insurance (acquired by Kemper Corporation), Birmingham, AL

APR 2017 – OCT 2020

Promoted from Web Designer to lead user experience initiatives for multiple enterprise and customer-facing platforms, guiding a lean, cross-functional team in close collaboration with product and executive leadership.

- Directed UX strategy and prioritization for the commercial auto insurance division, defining product roadmaps and driving development focus.
- Led design reviews, workshops, and user research efforts to align stakeholder goals with user needs.
- Mentored designers and developers, fostering a culture of user-centered problem-solving.
- Helped define and track UX KPIs; partnered with development to implement analytics solutions for data-driven decisions.
- Worked with business leadership to ensure alignment of user experience with operational objectives.

Web Designer & Developer, Infinity Insurance (acquired by Kemper Corporation), Birmingham, AL

SEP 2009 – APR 2017

- Designed and developed customer-facing and internal applications that enhanced policyholder engagement and streamlined auto insurance workflows.
- Built responsive UI components using HTML, SCSS, and JavaScript, improving site performance and usability.
- Collaborated with business stakeholders to translate requirements into functional prototypes and production-ready code.
- Supported early UX initiatives, helping establish consistent design standards that evolved into the company's design system.
- Coordinated with marketing, product, and engineering teams to deliver on-time releases within an Agile environment.

Lead Web Developer, Red Mountain Technologies, Birmingham, AL

OCT 2003 – SEP 2009

- Utilized user-centric principals to design and develop web-based applications, improving user engagement by 40%.
- Managed project timelines and deliverables, maintaining a 95% on-time completion rate.
- Maintained existing applications to ensure their accuracy and currency.
- Contributed to long-term planning and process improvement efforts across teams.
- Performed technical support duties and customer interaction training.
- Planned, designed and prepared company newsletter for digital and print dissemination.

Education

B.S. Business Administration, MIS, Auburn University, Auburn, AL

SEP 1997 – DEC 2001