

Blake Rochelle

UX/UI Designer

2023 Refuge Circle, Gulf
Breeze, US, 32563
256.404.1521
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Skills

User-Centered Design

User Research

Responsive Design

User Interface Design

UI Prototyping

HTML

SCSS

JavaScript

JQuery

Links

[LinkedIn](#)

UX/UI Designer with over 21 years of experience and a proven track record in crafting user-centered designs and enhancing web functionality. Specializes in creating intuitive interfaces that align with business objectives, utilizing a strong foundation in user research, prototyping, and responsive design. Passionate about driving innovation and transforming user experiences through advanced design solutions.

Employment history

UX Designer, Magellan Health

Jul 2023 - Present

Remote

- Collaborate with teams to unify 134 disjointed legacy websites, enhancing provider experience through intuitive design.
- Prioritize goals and deliver user-approved designs with stakeholders.
- Develop design components and workflows using Figma for provider solutions.
- Manage portal content and forms in Liferay CMS, ensuring seamless access.
- Drive measurable improvements in user satisfaction and operational efficiency.

UX/UI Designer, Jackson Hewitt

Oct 2021 - May 2023

Gulf Breeze, FL

- Lead UX/UI design for Tax Resolution, enhancing user interfaces with strategic collaboration.
- Create user-centered workflows and prototypes, improving usability through testing and feedback.
- Establish a dynamic style guide, integrating designs with SCSS for cohesive application design.

Lead UX Designer, Kemper
Corporation

Sep 2009 - Oct 2021

Birmingham, AL

- Led UX design for multiple platforms, achieving cohesive user experience.
- Developed user experience concepts and high-fidelity designs, enhancing usability.
- Built and maintained reusable web component libraries, streamlining development.
- Collaborated with teams to deliver apps on time, resolving issues swiftly.
- Conducted UX workshops, receiving 95% positive feedback from participants.

Lead Web Developer, Red Mountain
Technologies

Oct 2003 - Sep 2009

LOCATION

- Led web application design, enhancing user engagement by 40%, fostering collaborative team growth.
- Managed project timelines, achieving 95% on-time delivery, enhancing team coordination.
- Provided technical support, reducing downtime by 30%, improving customer satisfaction.
- Maintained applications, ensuring 99% uptime, demonstrating strong problem-solving skills.

Education

Auburn University, Auburn, AL

Sep 1997 - Dec 2001

Bachelor of Science: Business Administration, Management Information Systems

Courses

UX Certification

Mar 2018

Nielsen Norman Group