

Blake Rochelle

UXC UX/UI Designer

Contact

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Core Skills

User Centered Design

Excellent

Iterative Design

Excellent

Responsive Design and Development

Excellent

User Interface (UI) Design

Very Good

UI Prototyping

Very Good

Senior UX/UI Designer with deep experience in user research, design systems and transforming complex enterprise workflows into intuitive digital experiences. Known for blending hands-on design craft with strategic thinking, enabling cross-functional teams to deliver scalable, accessible, user-centered products. Skilled at simplifying legacy ecosystems, improving task efficiency and aligning design decisions with business goals. Adept in Figma, prototyping, user insight synthesis, analytics-informed decision making and collaborating directly with engineering and product leadership to drive measurable outcomes.

UX Tools & Software

Figma • Sketch • Miro • Axure • Adobe Creative Suite • Liferay CMS • Jira • Confluence • Git

UX Methods & Practices

User Research • Wireframing • Prototyping • Usability Testing • Journey Mapping • Design Systems • Accessibility (WCAG) • A/B Testing • Heuristics • Analytics-informed Design • Agile / cross-functional collaboration

Technical Skills

HTML • CSS/SCSS • JavaScript • jQuery • Python • CMS Templates • Version Control

Work History

2023-07 -
Current

Senior UX Designer and Developer

Magellan Health, Gulf Breeze (Remote), United States

- 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.
- Co-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.

2023-05 -
2020-10

Lead UX/UI Designer

Jackson Hewitt, Gulf Breeze (Remote), United States

- 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.

2020-10 -
2017-04

UX Designer / Product Experience Lead

Infinity Insurance (acquired by Kemper), Birmingham, AL

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.

2017-04 -
2009-09

Web Designer & Developer

Infinity Insurance, Birmingham, AL

- 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.

2003-10 -
2009-09

Lead Web Developer

Red Mountain Technologies, Birmingham, AL

- 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

1997-09 -
2001-12

Bachelor of Science: Business Administration, Management Information Systems

Auburn University - Auburn, AL

Certifications

2016-10

UX Certification, Nielsen Norman Group