

Blake Rochelle

PRODUCT DESIGN LEADER

Details

Gulf Breeze, FL

USA

256-404-1521

blakerochelle@gmail.com

Links

[LinkedIn](#)

[UX Portfolio](#)

Skills

User Centered Design

Iterative Design

Responsive Design and
Development

UI Prototyping

HTML, SCSS, Javascript and
jQuery

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