



## Brian Kelson // Experience Design Director

704.458.8460 brian@kelsons.co Charlotte, NC [briankelson.com](http://briankelson.com)

### Profile

I lead highly creative product design thinkers to solve pain points and delight users of digital experiences; looking to performance indicators as the source of truth for measurable impact. With over 19 years of multi-disciplinary, user-centered, data-driven design and strategy experience, I coach and empower teams to bring perspective on the bigger picture and to diplomatically advocate for the needs and goals of customers.

### Experience

#### **VP, EXPERIENCE DESIGN-CREDIT CARDS: WELLS FARGO – 2020-PRESENT**

Accountable leader for an omni-channel program supporting 4 parallel work streams. Reduced start to submit time from 8 to 5 min to open a cc account and integrated branch functionality into ux.

#### **AVP, XD ACCOUNT OPEN DESIGN MANAGER: WELLS FARGO – 2015-2019**

I led and facilitated multiple creative workshops to drive alignment across teams as well as shepherded executive priority initiatives. Collaborated with IDEO to conduct research and surface key opportunities to drive a re-imagined future state vision for an account open experience. I guided my teams to execute that vision. Our total digital volume was up 38% Y/Y in Q4 2018

#### **CX LEAD INTERACTION DESIGNER: WELLS FARGO – 2014-2015**

I've led the transition of a desktop-only account open experience to a fully responsive, componentized design system through user testing and iterative design. We saw a 7% lift in mobile app submits for credit cards, student loans and consumer checking within 1st year.

#### **PRINCIPLE UX DESIGNER: MOOD MEDIA (MUZAK) – 2012-2014**

I established new processes and style guides for the design team, and led research for SaaS features for products like SonicTap for DirectTV. Led discovery and design for new native and mobile web experiences for Chick-fil-a, Aeropostale, Estée Lauder, Publix, Whole Foods, Express, Sports Authority Elite, Aloft Hotels, AT&T and Moe's Restaurant.

#### **SR. UX DESIGNER: LOWE'S – 2008-2012**

I worked collaboratively with a team of researchers and designers for a full homepage redesign as well as a fundamental reimagining of email campaign design. We observed a 9% increase in open rates in first quarter of launch.

#### **OWNER / HEAD OF EXPERIENCE DESIGN: SV MEDIA – 2003-2008**

Guided a nimble team of creatives who worked with clients in working sessions to identify objectives and research methods. We produced sketches and wireframes for e-commerce retail websites and non-profit organizations. Led research/design for [hourly.io](http://hourly.io). [Forbes article here](#)

#### **DESIGN MANAGER / VISUAL DESIGNER: DEREK PRINCE PUBLICATIONS – 1999-2003**



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### Education

Harvard Business School Online - Business Analytics // Certification 03/2021

Human Factors International - Certified Usability Analyst™ // Certificate #2013-4231

Central Piedmont Community College - Graphic Design

Macromedia University (Online) - Flash / Actionscript // Advanced Certification

SolutionsIQ (Formerly Davis Base) // Agile Certification

Zenger Folkman Extraordinary Leadership // Certification

### Skills

Leading large, cross-disciplined and distributed teams, product design & strategy, workshop facilitation and data synthesis, heuristic review, contextual inquiry, storyboarding, prototyping, requirements gathering, competitive analysis, taxonomies, user flow & journey mapping, brand strategy, executive presentations and negotiation. Design/communication tools: InVision, Figma, Omnigraffle, Adobe Photoshop/Illustrator, Sketch, iRise, Axure, Microsoft Office, Humor

### References

Kaaren Hanson - Chief Design Officer, JPMorgan Chase // [kaaren.hanson@gmail.com](mailto:kaaren.hanson@gmail.com)

Marie Floyd - Head of Digital Experience, Bank of Montreal // [marie.floyd@bmo.com](mailto:marie.floyd@bmo.com)

Katherine McGee - SVP, Head of Digital Channels // [katherine.j.mcgee@wellsfargo.com](mailto:katherine.j.mcgee@wellsfargo.com)

Jennifer Caceres - SVP, Digital Product Management, Wells Fargo // [cacerejj@wellsfargo.com](mailto:cacerejj@wellsfargo.com)

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