

# Kelsey Bowman

Design Leader, Design Doer, Cat Haver

Hey, I'm Kelsey. I'm a product design leader, educator \*and\* cat mom with a decade of experience in the first two things. Throughout my career, **I've been fortunate enough to have led, collaborate and delivered world class products that have been featured at WWDC, Google I/O and Microsoft Build.**



## Experience

### 1/2 of Design, Panobi

October 2023 – Present

One of two designers at a SF based start-up. Responsible for design duties encompassing: marketing site, marketing collateral, in-product workflows and enhancements, conference design and delivery and extending our branding.

### Staff Product Designer, Clio

May 2022 – Aug 2023

I am the staff designer over the financial performance portfolio at Clio. Our portfolio is the heart of how money moves through a law-firm and we help craft workflows that support time tracking, billing, processing payments and accounting.

In addition to oversight and mentorship part of my role involves supporting the strategic initiatives that the design leadership group has identified

#### What I Delivered

- Accounting foundational research study (formed basis of product approach and strategy)
- Audit, refinement and improvement of existing design components
- Led design for refreshed visual language, Boldly Clio
- Led enhancement of design quality by evolving and operationalizing the process toolkit

### Multiple Roles, Realtor (Rentals)

Aug 2021 – April 2022

**Design Director (Interim)** Lead two unique communities covering 9 sub product squads and 4 designers. Partnered closely with VPs of design, product and engineering to craft 3 year vision, help scale and grow designers and improve how we evaluate candidates and how we facilitate internal critique sessions.

**Design Lead** Led end to end product design enhancements for the post lead experience squad at realtor.com. In my tenure I also helped craft, deliver, and synthesize a foundational research study.

#### What I delivered

- Renters foundational research, archetypes and journey maps
- Led the creation of internal design critique playbook
- Supported crafting improved visual design language for the iOS and Android buyers app
- Delivered improved content design to listing results pages

### Product Design Manager, Shopify

October 2020 – April 2021

Led a team of 5 designers responsible for merchants back room experiences. Helping improve batch order fulfillment, mobility in the physical spaces using mobile device to pick, pack and ship.

#### What I delivered

- Concept car vision for batch and bulk order fulfillment
- Helped level up designers in hard and soft skill areas
- Shared knowledge with teammates from my tenure at lululemon

### Multiple Roles, lululemon

July 2017 – October 2020

**Design Lead, Retail Technology** Solo designer responsible for 4 unique products found in our brick and mortar locations in North America. Products included mobile apps, interactive RFID connected devices, tools to transact and email marketing creation tools

**Design Manager, North America eCommerce** Led a 5 person design team responsible for digital products in stores to enhance guest experience. Tools in store help guests check out, find goods and stay connected to in store events and community.

**Sr. Manager, North America eCommerce** Led a 22 person design team responsible for the end to end guest experience shop journey in North America. Portfolio included native guest apps and design system.

## Education

### WebFlow

2024

Webflow University

### HMNTY CNTRD

2022

UX Masterclass

### HyperIsland

2019

Leading Teams in the Digital Age

### IDEO

2017

Human Centered Design

### Skillshare/Udemy

ongoing

Ongoing skill development

### Art Institute

2008

Associates of Arts Degree

## Abilities

Figma

Jira

Sketch

Trello

Adobe Creative Suite

Notion

Miro

Maze

Usertesting.com

Pendo

Confluence

Marvel

Webflow

Sendgrid

Emailify

## Skills

Copywriting

Coaching / Developing Talent

Userflows

Leading Through Tension

Wireframes

Presenting / Pitching

Visual Design

Deck Beautification

Brand Design

## Hobbies

Reading

Book Blogging

Hanging with my cat

Yoga

Design and Illustration

Mid-Day Dance Breaks

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