

KELLI MEYER

UX / Product Designer

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SUMMARY

- Product designer who ships end-to-end — from research to interactive prototypes — using AI-assisted workflows (Figma, Replit, Claude, Cursor).
- Founder, CivicPane (The Levy Feed): designed and built a working civic-tech prototype, brand identity, and information architecture from scratch.
- Redesigned an AI-curated component-search tool for QTEX AI, delivering search, curation, and cart patterns modeled to lift conversion 10–15%.
- Twenty years of operations leadership reframed as systems thinking — I design for the friction inside complex systems.

SELECTED PROJECTS

QTEX AI — PartWise Component Search Redesign

2026

Solo UX Project, Real Client · [Case study: kellimeyer.design](http://kellimeyer.design)

- Redesigned an AI-curated component-search experience (30,000+ catalog) to cut decision overwhelm, validated through three rounds of usability testing.
- Delivered three core patterns — Smart Search (natural-language input), AI-Powered Curation with confidence scoring, and a Persistent Cart.
- Built the case for the redesign with a modeled 10–15% conversion lift in a COO-facing business case.

Visible Journey — ER Patient Orientation

2025

Solo Service Design Project · kellimeyer.design

- Service-design exploration of emergency-room patient orientation, closing the legibility gap between care stages and patient understanding during acute-stress encounters; prototyped in Replit with AI-assisted development.

PlantPal Accessible — Voice-Guided Plant Care

2024

Solo Accessibility Project · kellimeyer.design

- Voice-guided plant-care experience for visually impaired users, exploring non-visual interaction patterns and ambient feedback in low-stakes daily routines; prototyped in Replit with AI-assisted development.

EXPERIENCE

Founder · CivicPane (The Levy Feed)

2025 – Present

Civic-technology venture · Boise State Venture College · levyfeed.com

- Founded a civic-technology venture reframing school-funding communication breakdowns as an information-design challenge; built a working prototype in Replit to validate the concept end-to-end.
- Conducted a multi-source data-integrity investigation of a regional school-district levy campaign using Python, SQL, and BigQuery; produced visualizations in Tableau and Flourish for administrators, taxpayers, and organizers; published findings on Medium.
- Selected for Boise State's Venture College (Spring 2026 cohort); won the College of Innovation & Design Pitch Competition; presented at Hackfort 2026 and the Idaho Entrepreneur Challenge.
- Used AI tools (Claude, Gamma, ChatGPT) for research synthesis, pitch-deck production, and narrative iteration while keeping human judgment on framing and audience nuance.

Paraeducator · Liberty Charter & Legacy Charter School

Aug 2024 – Present

Nampa, Idaho · Part-time

- Conduct daily observational data collection on student behavior to identify learning barriers and recommend accommodations — building rapport with new groups fast, the core skill of moderated research.
- Align with teachers, administrators, and specialists to implement instructional strategies, mirroring cross-functional stakeholder alignment in product work.

Career Break — Family

Aug 2023 — Aug 2024

- Supported family through a transition while beginning the pivot into UX, exploring AI and design tools.

Regional Operations Manager · Precept Wine

Dec 2020 — Aug 2023

Multi-location DTC wine & hospitality portfolio

- Drove 766% revenue growth over a decade and grew net profit from 49% to 81% YOY by redesigning B2C and B2B customer journeys and pricing touchpoints around user behavior.
- Managed P&L up to \$3.1M and cross-functional teams of 35; improved operational efficiency 20% through workflow evaluation and stakeholder interviews.
- Ran stakeholder research and discovery sessions with clients, agencies, and executive teams to align distributed cross-functional teams.

Tasting Room Manager · Precept Wine — Sawtooth Winery

Jun 2011 — Oct 2021

- Designed pricing architecture and brand-aligned customer experiences across retail, events, food service, and wholesale channels; tracked KPIs to inform lead generation and built new-hire onboarding.

Office Manager · Terry Geselle Construction, Inc.

Mar 2008 — Jun 2011

- Managed office operations, accounting (QuickBooks), and inventory systems for a regional construction business.

EDUCATION

Boise State University — B.A. Digital Innovation and Design

Expected Aug 2026

- Dean's List with High Honors; nominee, BSU Presidential Innovation Award. Active UX Research and Design Innovation capstone projects.

College of Western Idaho — A.A. Liberal Arts

2010

CERTIFICATIONS

Boise State University: UX Design · Data Analysis · UX Research (in progress) · Innovation & Design (in progress). **Coursera:** Google Data Analytics Professional Certificate. **Interaction Design Foundation:** HCI Foundations of UX Design (Top 10% Course Taker) · Design Thinking · Conducting Usability Testing · Design for the 21st Century with Don Norman.

SKILLS

Design: Interface design, information architecture, wireframing, prototyping, interaction design, accessibility design, service design, design-systems thinking, branding and visual identity

Research: User research, stakeholder interviews, contextual observation, moderated usability testing, survey design, competitive audit, affinity mapping, journey mapping, persona development, Jobs-to-be-Done framing

AI Tools & Workflows: Claude, Claude Code, ChatGPT, Gamma, Figma AI, Replit (Agent + AI-assisted coding), Midjourney/DALL·E — production use across research synthesis, rapid prototyping, and content generation; Cursor, GitHub Copilot, v0/Bolt/Lovable — exploratory. Applied with critical evaluation of AI output for usability and clarity.

Tools: Figma, Notion, Miro, Canva

Data & Analytics: Python, R, SQL, BigQuery, Tableau, Flourish, Google Analytics, Excel, Airtable

Business & Operational: Cross-functional collaboration, stakeholder management, client-facing engagements, lead generation, project-lifecycle management, data-informed decision-making, training and onboarding design