Jenn Keller

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SUMMARY

A visionary and detail-oriented user experience manager with extensive experience in UX design, user research, accessibility standards, Agile methodology, usability testing, interaction design, product development, and Jira workflows. Possesses a demonstrated ability to design digital products across web, mobile, and enterprise platforms and deliver measurable business impact through innovative, data-driven digital experiences. A proven leader and top performer who builds and scales high-performing design teams while driving end-to-end UX strategy and execution and aligning stakeholders to accelerate development and achieve objectives.

TECHNICAL SKILLS

Figma Enterprise, Claude, ChatGPT, Microsoft Copilot, Sketch App, InVision, Adobe Creative Suite, Jira, Confluence, MS Office Suite, Maze, Contentful, Drupal, Adobe Analytics, Google Analytics, UserTesting.com, Dovetail

EXPERIENCE

JK Experiences — Washington, DC
Sr. User Experience Consultant (Remote) — June 2026-Present

- Facilitated Workshops with clients to organize thoughts and create a roadmap for enhancing digital experiences.
- Acted as lead UI / UX creative designer for web and native cross-platform mobile applications, including iOS and Android for consumer-facing app, as well as associate-facing apps using Figma.
- Oversaw offshore development effort to ensure integrity and aesthetics of designs were properly executed for responsive digital products.
- Built prototypes and validated design solutions through remote and in-person user testing.

KFC / YUM! BRANDS — Washington, DC
Sr. Manager of UX Design, Department Lead (Remote) — 2024-June 2026

- Provided continuous leadership and tactical direction to team of product designers, researchers, and engineers.
- Provided input for overall user experience strategy based on project experiences and learning and ensured design strategies and standards were applied consistently across projects.
- Held accountability for look and feel and overall user experience of products built and deployed by digital team.
- Directed design team operations by managing Jira workflows, aligning deliverables with team capacity, and driving headcount recommendations to support accelerated growth.
- Facilitated UX workshops focused on customer journey mapping and led brainstorming sessions to drive innovative experience strategy.
- Scaled design team from two to seven by defining role needs, leading hiring process, and onboarding new talent to meet increasing demand and support expanded project scope.
- Led UX strategy and execution across customer-facing digital channels and consulted as UX for operational platforms like call center tools, store dashboards, and menu systems.
- Implemented structured mentorship and career development practices to support team growth, improve engagement, and promote continuous learning.
- Partnered with marketing as lead UX for Free Bucket On Us Campaign that increased loyalty members by 40%.

KFC / YUM! BRANDS — Washington, DC
UX Lead and Manager (Remote) — 2022-2024

- Started in-house UX team for KFC Digital to eliminate agency dependency.
- Served as lead UX for all UX / UI initiatives across web and app.
- Delivered design support for new marketing initiatives across web and mobile.
- Built prototypes and validated design solutions through remote and in-person user testing.
- Led comprehensive end-to-end design of KFC Rewards, enhancing overall user experience and streamlining flows throughout shopping funnel.
- Managed creation of modernized, accessible design system and responsive grid framework for app and web implementation.
- Championed accessibility initiatives, ensuring improved usability for diverse user groups across digital platforms.

JENNIFER KELLER, LLC — Orlando, Florida
User Experience Specialist (Remote) — 2007-2022

- Consulted with various clients on digital transformation projects as a UX professional. Clients include: *DreamersCorp, Net-Conversion, TIE-MAX, Darden, Houghton Mifflin Harcourt, Promet Source, Fulcrum Labs, ChenMed*
- Acted as lead UI / UX creative designer for native cross-platform mobile applications, including iOS and Android for consumer-facing app, as well as associate-facing apps using Figma.
- Oversaw on-site and offshore development effort to ensure integrity and aesthetics of designs were properly executed for responsive digital products.
- Designed, developed, troubleshot, and revised educational Flash presentations, lessons, and games.
- Used Figma, Sketch, InVision, and Adobe Cloud work for various digital products.
- Acted as production artist for promotional items fit to brand style guide.

SPARKT — Pittsburgh, Pennsylvania
Director of UX (Remote) — 2018-2020

- Led UI / UX and creative development for website and native cross-platform mobile applications, including iOS and Android for consumer-facing apps as well as associate-facing apps.
- Oversaw development effort of juniors to ensure integrity and aesthetics of designs were properly executed for responsive digital products.
- Acted as production artist for promotional items fit to brand style guide.

TRAVELTAB (FRONTLINE TECHNOLOGY SOLUTIONS) — Winter Park, Florida
UX Design Lead and Project Manager — 2016-2018

- Collaborated closely with product owners to develop comprehensive UX solutions with deliverables including workflow diagrams, wireframes, prototypes, UXR plan, final interface designs, and design specs.
- Designed for Agile development team and worked hand in hand with developers on refining stories as well as QA.
- Entrusted with final designs, brand book, and user journeys and interface for applications offered by company.
- Built personas and created brand book, customer surveys, and customer interviews.

FROM, THE DIGITAL TRANSFORMATION AGENCY (FORMERLY MOVING INTERACTIVE) — Orlando, Florida
UX Design Lead and Project Manager — 2008-2016

- Developed new digital products for shopping, banking, travel, and entertainment.
- Optimized existing platforms to make them more engaging and more profitable.
- Helped unify customer experience across online and in-store shopping to reach next generation of digital consumers.
- Led user experience strategy and design of new interactive products for J.P. Morgan, Reader's Digest, Universal Orlando, and Constellation Energy.
- Designed conceptual UI models and interaction flows for Moody's Analytics, Avis and Budget Group, NFL, and Nutrisystem.
- Built interactive wireframes to illustrate site flow, page layouts, and site navigation for client buy-in and to aid design process.

ADDITIONAL EXPERIENCE

TSI GRAPHICS, Orlando, Florida, **Comp Designer,** 2007-2008. Developed, troubleshot, and revised Flash presentations. Completed InDesign, Photoshop, and Illustrator work for Harcourt print products.

AQUENT, Orlando, Florida, **Graphic Designer,** 2007-2008. Executed print design and production for TSI Graphics and Starwood Vacation ownership.

STARWOOD VACATION OWNERSHIP, Orlando, Florida, **Freelance Production Artist,** 2007-2007. Developed various promotional items according to brand style guide.

FLORIDA IMAGING AND ACROPOLIS, Orlando, Florida, **Digital Media Assistant,** 2006-2007. Executed Photoshop and Illustrator work for print and digital products. Provided website and Flash development, troubleshooting, and revisions. Completed InCopy / InDesign work on print components.

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA, Orlando, Florida
B.A., Digital Communication and Media
B.S., Psychology

MID FLORIDA TECH, Orlando, Florida
Multimedia Certificates, Print Production, Web Production, Video Production

VALENCIA COLLEGE, Orlando, Florida
A.A., Graphic Design, Web Design, and Video Production

CERTIFICATION

UI/UX Design for AI Products, Stanford Online, 2026
AI-Powered UX Design, IxDF, 2026
Emotional Design Psychology and Neuroscience, The Behavioral Design Academy, 2018

HONORS & AWARDS

The Baymard Institute UX Awards, Top 1% in UX Performance, Delivery and Takeout, KFC US, 2025
The Baymard Institute UX Awards, Top 1% in UX Performance, Product Listing and Filtering, KFC US, 2025
The Baymard Institute UX Awards, Top 1% in UX Performance, Delivery and Takeout, KFC US, 2024
Achieving Breakthrough Results Award, KFC, 2024