


MYIA KELLY

PRODUCT DESIGNER

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I am an enthusiastic and process-oriented product designer with over 5 years of experience, skilled at turning the business goals of a product into delightful user experiences. I believe in collaborative problem solving, challenging the status quo, and embracing feedback to bring holistic design solutions to life. While I am passionate about leadership, I'm eager to move back into an IC role to broaden my design experience and to learn from other design leaders.

EDUCATION

Bitmaker General Assembly

UX & Product Design Immersive

2017

McMaster University

HBA Communication Studies &
English

2009 - 2013

SKILLS

Design

Design Thinking
Product Thinking
Journey Maps & User Flows
Information Architecture
Wireframing & Prototyping
User Research & Testing

Tools

Figma
Sketch
InVision
Zeplin
Whimsical

Leadership

Stakeholder Communication
Design Advocacy
DesignOps
Design Critique Facilitation
Workshop Facilitation
Mentorship

EXPERIENCE

Tulip

- Product Design Manager

June 2022 - Present

- In 2022 I was promoted to Product Design Manager, leading our team of five Product Designers and one UX Researcher
- As the R&D org moved away from Agile and toward ShapeUp, I created and implemented a process that allowed for better equity & collaboration between design, product and engineering
- I developed and trained my designers on an improved Design QA process that saw the reduction of design debt tickets by 70%
- To ensure alignment, I set and communicated goals and KPI's for my team that aligned with product initiatives and Tulip's annual OKRs
- I maintained a high quality of design standards & processes across the team by facilitating weekly design critiques and running monthly retroactives
- I fostered an environment of continual learning, professional development, and support through 1:1s, mentoring, and internal training workshops

- Product Designer

January 2018 - June 2022

- I led the design of Tulip's Appointments product from inception to launch by facilitating a design sprint with internal and external stakeholders
- I led the design of Tulip's LiveConnect product from inception to launch, including client discovery sessions, problem definition, task flows, wireframes, high-fidelity mockups, prototyping, and user testing
- I owned the design of Tulip's three Connect apps, applying user-centred design principles that also achieved the business vision
- I initiated an extensive design audit of our Clienteling product that documented over 100 UX and UI issues in the app, and got buy-in from the engineering team to pick up these tickets each sprint
- I ran demos of design solutions to external stakeholders and executive leadership to gather feedback and drive the product direction