KARLEE BOILLOT

Senior Product Designer / Design Systems
karleeboillot@gmail.com / iamkarlee.com pw: KB2023

EDUCATION

University of Colorado, Denver

May 2019
Bachelors of Fine Arts, Emphasis in Digital Design
Summa Cum Laude

EXPERIENCE

Product Design Lead / Design Systems
Wayfair; Remote

January 2022 - March 2024
Responsible for creating and maintaining components across web, iOS, and Android as well as 8 distinct themes in Figma within Wayfair's design system, Homebase, that is used by 200+ designers.
- Owned strategy and implementation of a cross-platform semantic color system to address a color change request, reducing the number of updates required in the design system from 678 to 12, a 98.4% reduction. This not only halved the engineering and design time for updated color systems but also provided a structured approach to color usage, paving the way for future enhancements and themed nuance at scale.
- Individually contributed and coached junior designers on the contribution of 3 new components; published usage guidelines, created detailed design specifications, and partnered closely with engineering through implementation.
- Reconfigured one of the most used components in the web library by reducing the number of variants from over 1000 to 80, resulting in an improvement in library speed, reduction in time and effort to make updates to the component, and improved the user experience for the component.
- Elected design system SME that consulted with community teams to stand up reusable patterns.

Improved health of Global Experience Design co-op and intern programs as Program Lead.
- Responsible for assembling a cross-disciplinary hiring team of 4-8 product designers, content strategists, and user researchers.
- Hired 4 people for full time positions after completing their schooling.
- Owned communication strategy, survey and data analysis of program health as well as strategy for improvements for programs.
  - An overall increase of 25% in student NPS from the co-op H1'2022 cycle to H2'2022 cycle.
  - During the co-op H2'2022 cycle, achieved a student and manager Net Promoter Score (NPS) of 100, along with a 15% increase in manager response rate from the beginning to the end of the cycle.
  - During the co-op H1'2022 cycle, achieved a manager Net Promoter Score (NPS) of 100, along with a 25% increase in manager response rate from the beginning to the end of the cycle.
  - During the summer 2022 intern cycle, achieved a 57% increase in student response rate from the beginning to the end of the cycle.

Product Design Lead / Wayfair Professional (B2B)
Wayfair; Remote

July 2021 - January 2022
Launched new financial offers for Wayfair Professional customers that yielded $13.5M in revenue in the first 7 months live with 10K orders placed and an AOV of $1382.

Product Designer /
Wayfair Professional (B2B)
Wayfair; Boston, MA + Remote

November 2019 - July 2021
Owned design initiatives for pro customer acquisition, onboarding, and tooling experiences across web, iOS, and Android platforms.
- Redesigned the pro enrollment process by making the process cohesive across web, iOS, and Android experiences which resulted in higher quality applications and contributed to an additional revenue of ~$4M/year.
- Increased design system compliance of Wayfair Professional's entire storefront experience resulting in a consistently branded Wayfair Professional customer experience which was previously disjointed with Wayfair branding.
- Influenced Homebase, Wayfair's Design System, to support a Wayfair Professional theme for design assets in Sketch to ensure design hand-offs match code assets.

Media Editor /
National Center for Media Forensics;
Denver, CO + Remote

June 2016 - July 2019
Supplied manipulated media that is tested for integrity across a machine learning platform developed for specialized audiences within DAPRA's MediFor Program. Working on a small team, we have to communicate effectively and deliver a significant amount of projects to meet specific quarterly quotas.

Experience Design
Contractor /
Starz Entertainment; Englewood, CO

June 2017 - August 2017
Created meaningful experiences for Starz "fanatics" across many disciplines: print, interactive, event, social, and motion. Communicating through media, I created an interactive web activity from concept to high fidelity visual design and interaction, created a motion introduction optimized for a website media press kit, created visually appealing digital assets for email and social media and as well as a promotional print of a Starz Original for San Diego Comic Con.

SKILLS
UX/UI, Design Systems,
Visual Design, Collaboration

Design systems, atomic design principles, full range of design fidelity + prototyping, accessibility, Web, iOS, Android, user research, workshops, comparative analysis and audits, content management systems, cross-functional collaboration.

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