Nelly Gretsch

UI + UX Design & Strategy Lead

Experience

BxB Media, *Build Specialist*

2024 - Current

Focuses on elevating collaboration and process efficiency to drive impactful improvements in UX workflows and product quality for diverse digital projects.

- Directs collaboration between clients, design, development, and marketing teams to streamline project execution and ensure alignment with goals, reducing project delivery times by 6%.
- Optimizes workflows and introduces new tools to enhance product quality, including deliverables such as sitemaps, wireframes, and prototypes, leading to more consistent and scalable outputs.
- Implements QC software and processes to improve product deliverables, resulting in fewer production errors and increased satisfaction.

Codal, *Design Lead*

2023 - 2024

Drove transformative UX/UI design initiatives for eCommerce clients, balancing innovation with measurable impact.

- Drove UX/UI design initiatives for multiple eCommerce projects, aligning design solutions with client objectives and business needs, resulting in higher conversion rates.
- Enhanced user engagement by delivering intuitive, data-driven interfaces and improved user journeys that supported higher conversion rates.
- Increased conversion rates through strategic design practices and cross-functional collaboration, enabling clients to achieve significant growth in online sales.

Aisle Rocket Studios, *Assoc. UX Director*

2022 - 2023

Delivered creative solutions that seamlessly merged user insights with business objectives, leading UX strategy for a luxury brand.

- Directed UX strategy and design for a luxury eCommerce client, integrating SEO, analytics, and user behavior insights into design solutions that enhanced navigation and drove customer retention.
- Analyzed UX research to enhance key UX elements of the site, including product filters, checkout workflows, product configurators, and mobile navigation, improving user satisfaction and streamlining conversions.
- Leveraged influencers and celebrities across omnichannel digital marketing campaigns and design, including website integration, to amplify brand visibility and drive engagement.

BDO Digital, *Design Lead*

2014 - 2022

Led UX and UI design strategies that drove the digital transformation of products across a range of industries, prioritizing user-centric outcomes.

- Led UI/UX design for a wide range of digital projects, creating engaging and functional user experiences that resulted in clients expanding project scopes to include additional proven digital platform transformations.
- Developed and maintained design quality standards to ensure seamless execution of projects from concept to completion, reducing production errors by 10%.
- Collaborated closely with development teams to align design and technical implementation, ensuring consistent, high-quality product launches.

Gretsch Design, *Founder + Designer*

2009 - Current

Founder and lead designer of a design consultancy delivering impactful digital solutions and crafting brand identities for a diverse range of clients, balancing creativity with strategic execution.

- Designs and implements websites and applications, leveraging modern methodologies to create intuitive and conversion-focused digital experiences.
- Develops distinctive visual identities that elevate client engagement and amplify brand equity across various industries.

linkedin

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About Me

Creative and **results-driven** UX/UI Design & Strategy Lead with over 15 years of experience delivering innovative digital solutions that combine form, function, and purpose. **Passionate** about transforming complex challenges into seamless, user-centered designs while staying ahead of emerging trends, technologies, and best practices. **Focused** on driving impactful results through strategic planning, design excellence, and fostering cross-functional collaboration to exceed both user and business goals.

Skills

UX/UI Design & Strategy

UX, UI, Design Systems, Visual Identity, Prototyping, Visual Design, Wireframing, User Research, Interaction Design, Usability Testing, Accessibility, Sitemap & Architecture Planning, Workflows

Development & Technooloogy

Front-End (SCSS, HTML, JavaScript), Responsive Design, CMS Integration, Performance Optimization, API & Integrations, Automation

Digital Project Management & Collaboration

Agile & Scrum Methodologies, Stakeholder & Client Management, Jira, Notion, Resource Planning, Estimation, Operations & Process Leadership

SEO, Analytics & Marketing

SEO, Data Analytics, CRMs (Salesforce, HubSpot, Dynamics), Gen AI Marketing & Strategy, User Testing

Education

University of Wisconsin - Madison, 2011
Madison, WI, USA

Richmond University, 2009
London, England, UK

Albany High School, 2007
Albany, MN, USA