Kelly Welch

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Brooklyn, NY

Education

University of Colorado - Boulder
College of Engineering & Applied Science
BS - Creative Technology & Design
2014 - 2018

University of Colorado Dance Team
2014 - 2015

Universidad de Granada - Spain
Spanish Language and Literature
2017

Specialties

Adobe Illustrator
Adobe Photoshop
Figma
HTML / CSS
UI Design
Typography

Working Knowledge

Adobe After Effects
Adobe Premiere Pro
WordPress

Work Experience

Genentech - UX/UI Designer

2020 - Present | San Francisco, CA

I actively help the company's information flow internally and externally by creating and maintaining a diverse range of digital products. I am responsible for designing interfaces, refining the user experience, and packaging final deliverables together with an MVP philosphy for development.

Key Highlights

• Led a team to create a new communication tool called Spotlights. I designed the frontend interface, prototype & user experience.

• Designed a global recognition and engagement system called Patches. Since launch, over 200 patches have been created from around the enterprise with over 21,000 recipients.

Genentech - Content Manager

2019 - 2020 | San Francisco, CA

During my first few years at Genentech I managed gene.com, our external website that brings in over 3M monthly users and has 500+ pages. My main focus was stakeholder managment, working cross-functionally to bring new projects to life, and meeting with our developers to identify improvements to our editorial templates.

Key Highlights

• Published over 100+ articles on gene.com such as "The Power of Observation" and "Grants To Spark Systemic Change With Communities of Color".

Freelance - Graphic Designer

2018 - Present | Brooklyn, NY

Over the past five years, I have honed my graphic design skills through a range of personal and professional projects, specializing in typography and creative thinking. I have explored the world of animation, hosted creative events, and continue to actively honor my passion for the art world.

NOD.ai (acquired by AMD in November 2023) - Digital Design Intern

Summer 2018 | Palo Alto, CA

At Nod, I helped keep their website up to date, designed new company apparel, and conversed closely with leadership to develop on-brand presentations for board and client meetings.