

Brittany Welch

Senior Product Designer | Consumer Apps, Design Systems, and Research

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SUMMARY

Nearly two decades of experience designing digital products across consumer and enterprise platforms. Very comfortable with ambiguity and nebulous problems. Works through research, workshops, and prototyping to find the right direction before committing to one. Created and maintained design systems for two regulated pharmaceutical companies. Eight years designing for a consumer wireless business, including account management, upgrades, and multi-step promotions. Worked in consulting and agency-style, SaaS environments, across multiple clients and teams, while maintaining quality and consistency. Partners directly with engineers, with a hands-on front-end development background. Uses AI tools like Claude as a regular part of the design process.

EXPERIENCE

Senior Product Designer

July 2021 - July 2026

Lextech Global Services · Chicago, IL (Remote)

- o Researched, designed, and maintained multiple websites, cross-platform apps, design systems, and component libraries for clients across a variety of industries including automotive, hospitality, pharmaceutical, and healthcare services.
- o Led end-to-end design of the company's internal AI Practice platform, one of several AI initiatives owned across the org.
- o Facilitated discovery workshops and stakeholder interviews to build alignment across product, engineering, and leadership.
- o Designed multi-platform B2B and internal tools with complex workflows and data-rich interfaces.
- o Migrated an enterprise design system from regulated pharma into Claude, translating hundreds of components into an AI product environment while maintaining compliance requirements and WCAG 2.1 AA accessibility standards.
- o Built and maintained design systems for two pharmaceutical clients, establishing component libraries and usage guidelines adopted across product and marketing teams.

Senior UI Designer

February 2019 - June 2021

AutoZone · Memphis, TN

- o Led design on a team for AutoZone.com, a Fortune 500 e-commerce platform serving nearly 40 million monthly users.
- o Designed and shipped the Product Finder, expanding coverage from 3 to 8+ vehicle-specific product categories.
- o Led interaction design and component architecture for the full responsive redesign of AutoZone.com, which shipped with zero reported traffic loss and set patterns adopted across the design org.
- o Mentored junior designers and led new-hire onboarding, building a more consistent design practice across the team.

UX Developer II

March 2011 - February 2019

C Spire · Ridgeland, MS

- o Developed deep expertise in complex consumer product flows, including account management, upgrade eligibility, product catalogs, and multi-step promotions.
- o Co-owned UX design and front-end development for three full flagship site redesigns over eight years, spanning C Spire's consumer wireless, fiber internet, and business services sites.
- o Partnered across marketing, product, and engineering to ship cohesive digital experiences across a broad product portfolio.

SKILLS & EDUCATION

Product & Interaction: Product Design, Interaction Design, Rapid Prototyping, User Flows, Information Architecture, Accessibility

Visual & Motion: Visual Design, Motion Design, Advanced Prototyping, Responsive Design, Videography

Systems & Platform: Design Systems, Component Libraries, Design Tokens, Multi-Platform Design (iOS, iPadOS, Android, Web, et al.)

Communication & Craft: UX Research, Discovery Workshops, Stakeholder Facilitation, Cross-Team Collaboration, Mentorship

Tools: Figma, Adobe Creative Suite, Zeplin, Microsoft Office Suite, Slack, Notion, Claude, ChatGPT, Cursor

Education: B.S. Graphic Design, Samford University, Birmingham, AL, 2008