

PORTFOLIO · SELECTED WORK

Brittany Welch

Senior Product Designer · UI/UX. 18+ years making complicated things easy to use across e-commerce, telecom, healthcare, and AI.

bwelch.me · blrwelch@gmail.com



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GSK

Rebuilding a vaccine scheduler so people never lose their place

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LEXTECH

Building the AIWhy.io brand, and three sites in three weeks

CASE STUDY 1

Rebuilding a vaccine scheduler so people never lose their place

GSK · Healthcare · Web · iOS · iPadOS · Android

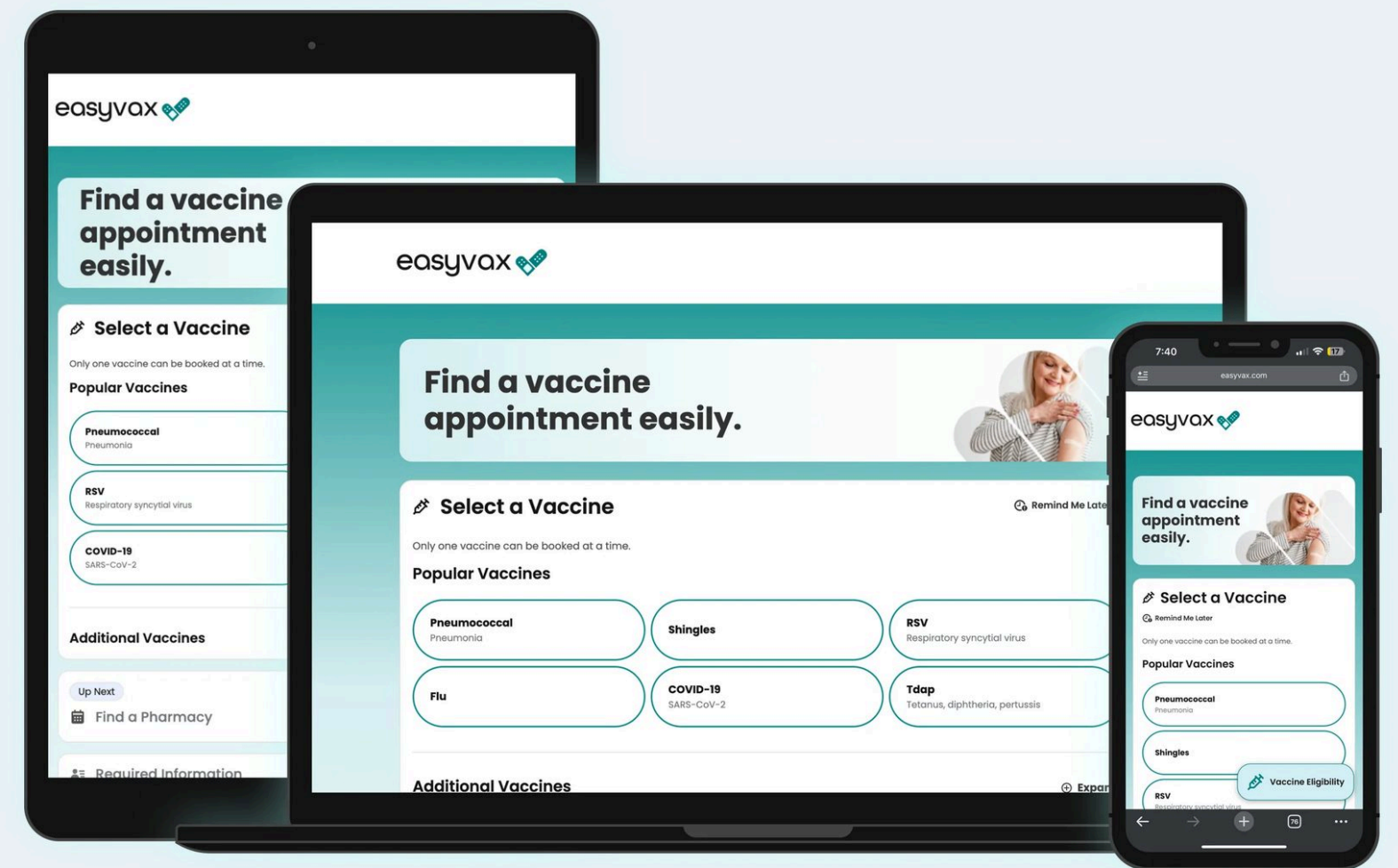
GSK · HEALTHCARE · WEB · IOS · IPADOS · ANDROID

Rebuilding a vaccine scheduler so people never lose their place

4 STEPS ON ONE PAGE

5 PHARMACY INTEGRATION LEVELS

2023 → 2026 V1 TO REDESIGN



Brittany Welch · Senior Designer (v1) · Lead Designer (redesign)

OVERVIEW

Find a pharmacy, book a vaccine, never lose your place.

EasyVax helps people find a pharmacy and book a vaccine appointment. I helped design the first version in 2023, then came back in 2025 to lead the redesign, which shipped in early 2026 on web, iOS, and iPadOS.

THE CHALLENGE

Each step of v1 was its own page. Earlier choices disappeared, the only fix was the Back button, and every pharmacy connected differently.

MY ROLE

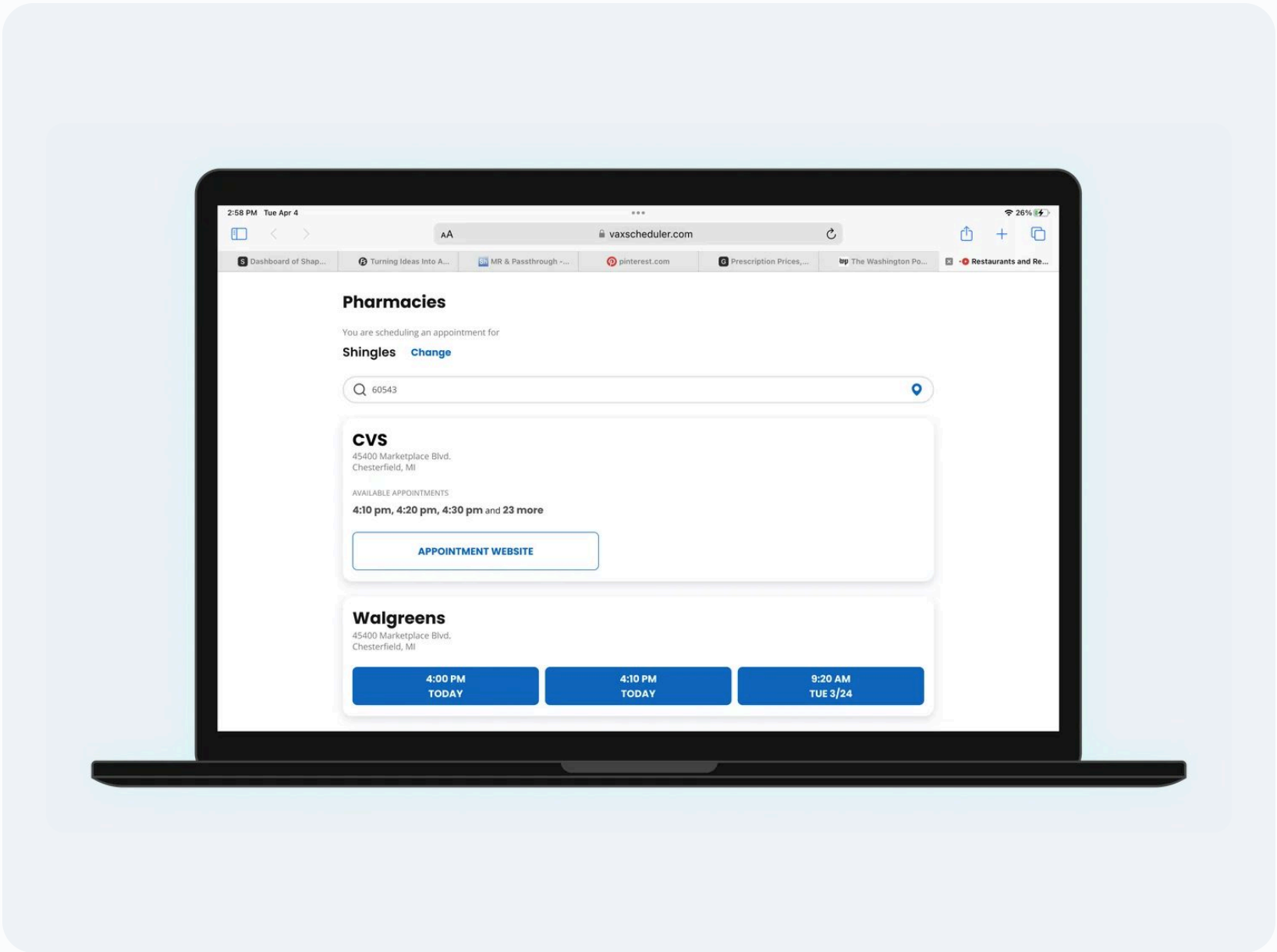
Discovery and early design on v1. On the redesign, I led the flow structure, interaction model, and cross-platform design, and worked on the reskin with a partner agency.

WHERE IT LANDED

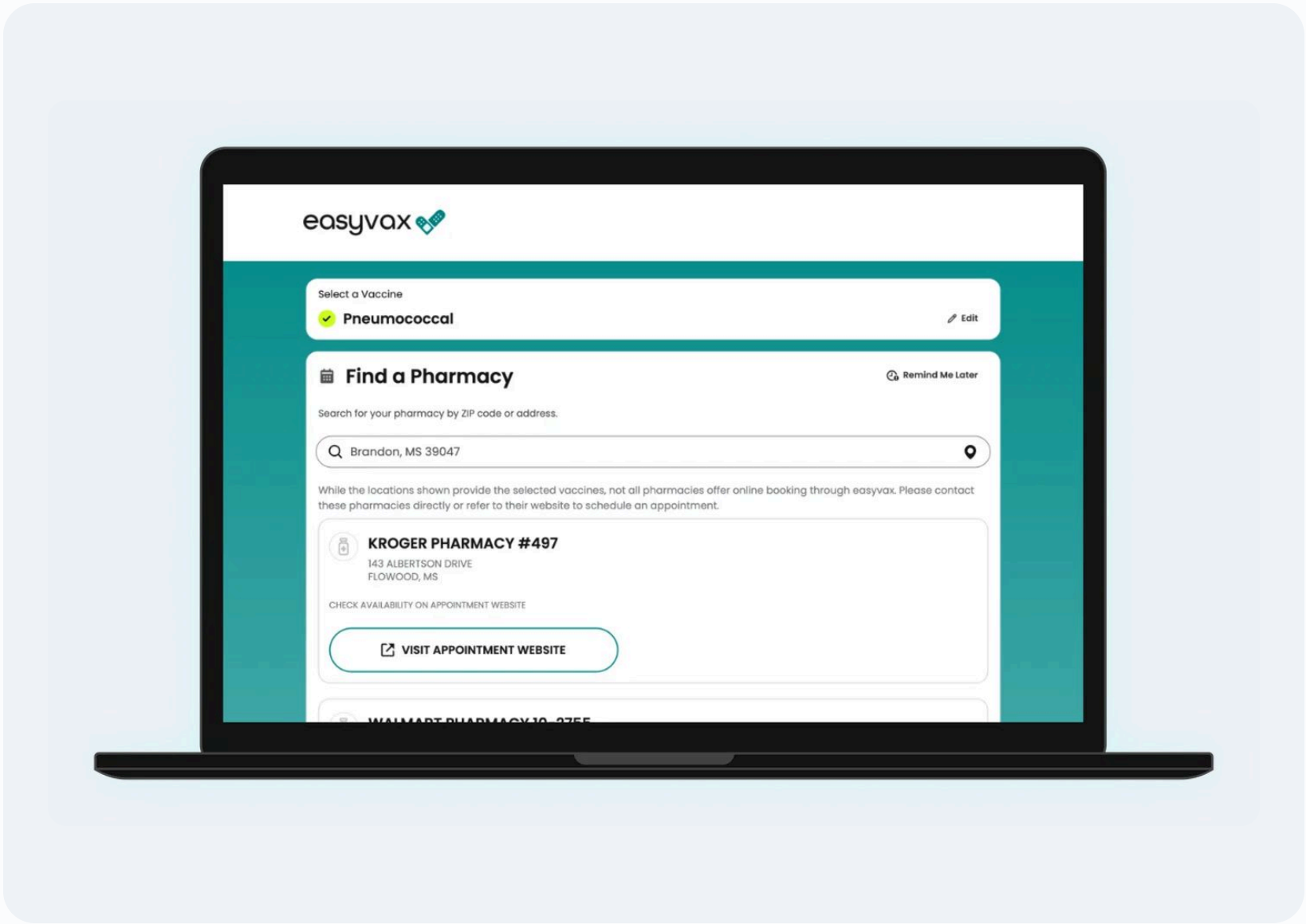
The redesign shipped in early 2026. The reskin shown here launched in August 2026, after my time on the project ended.

2023 vs. 2026: finding a pharmacy

Same four steps, same job. The difference is that earlier choices stay on the screen.

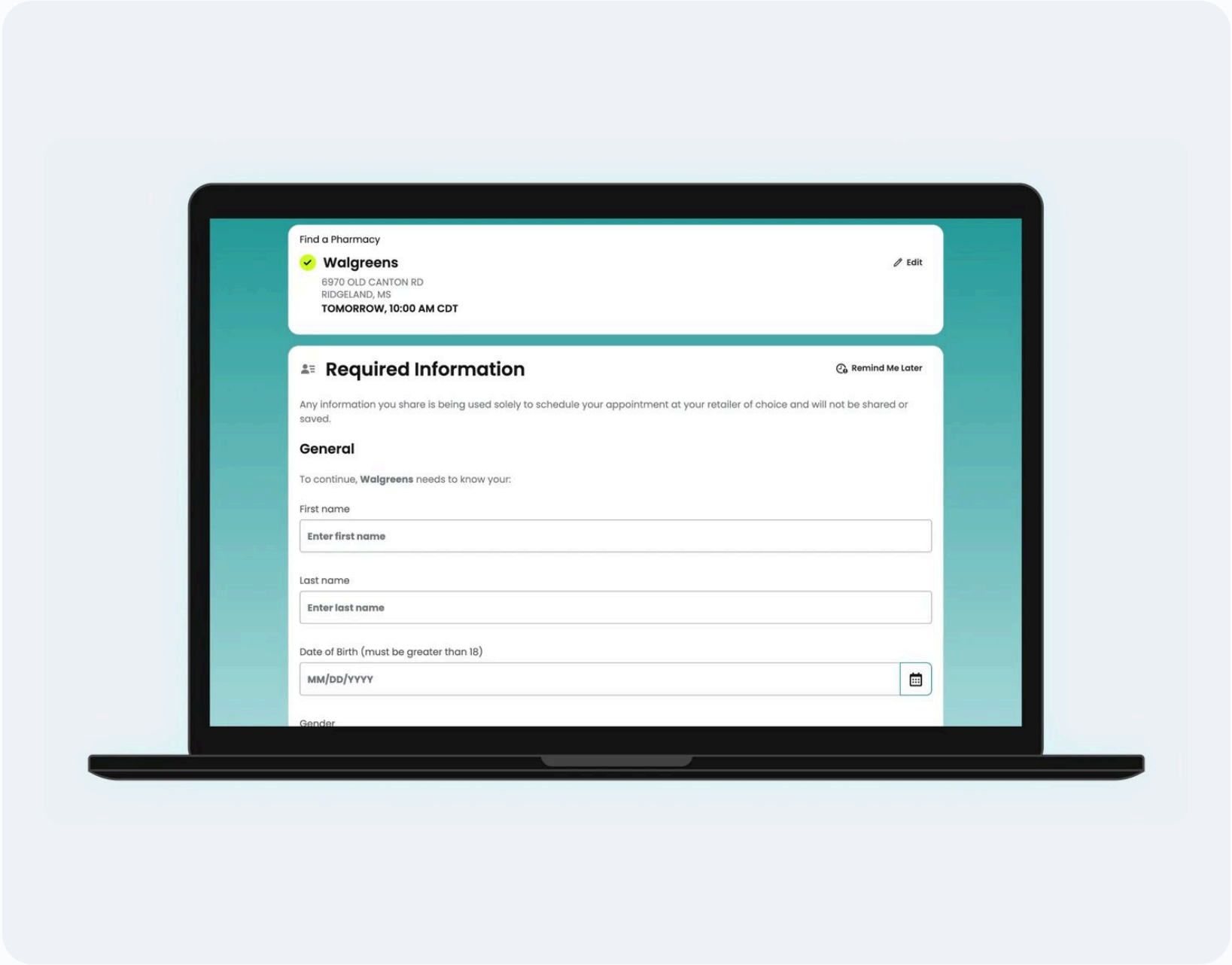


2023
Its own page. The vaccine choice is one line of text with a "Change" link.



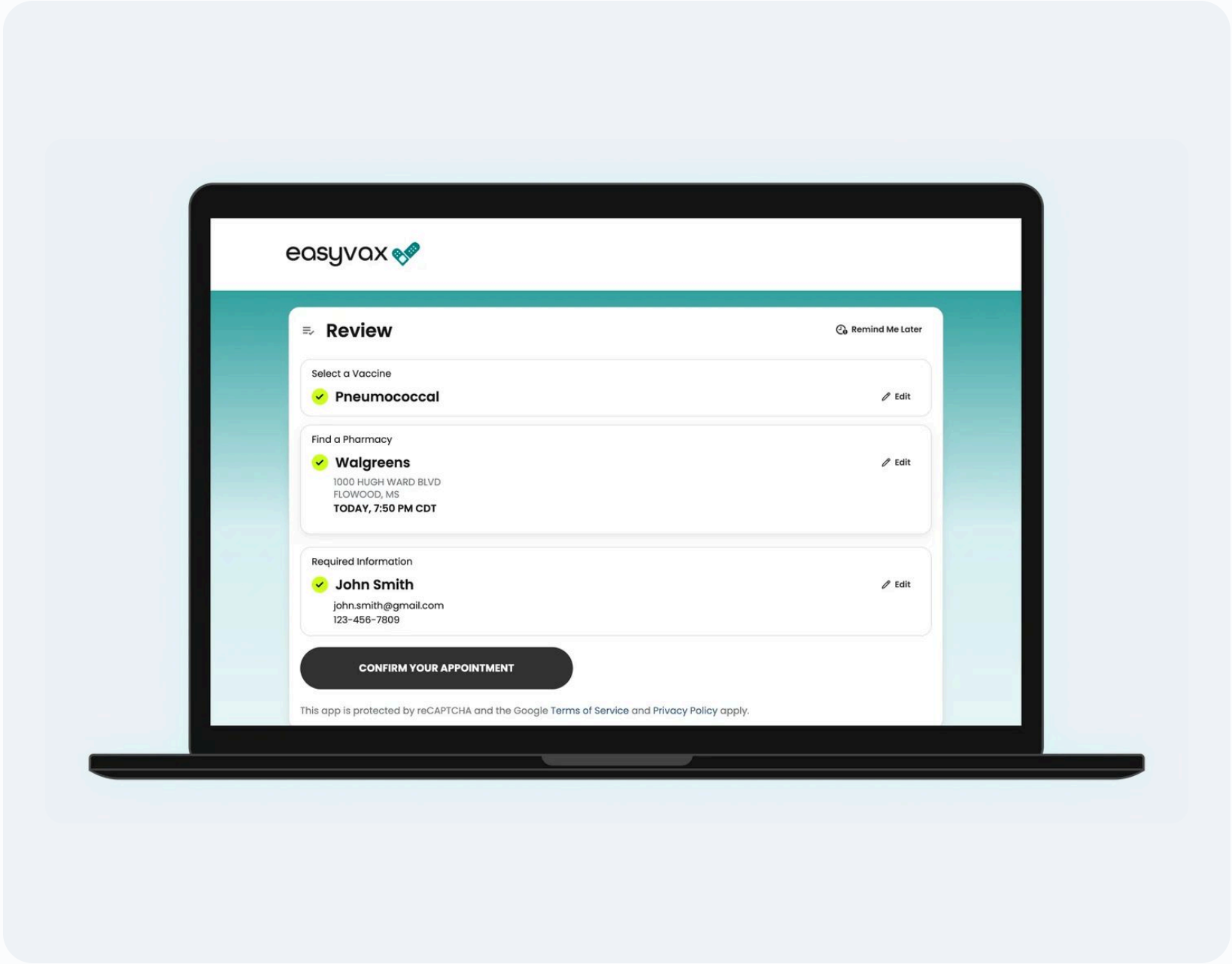
2026
The chosen vaccine stays above as a completed step. Pharmacies without online booking explain why.

2023 vs. 2026: your information and review



Entering your information · 2026

Vaccine and pharmacy stay summarized above, and a note on how information is used comes before the first field.

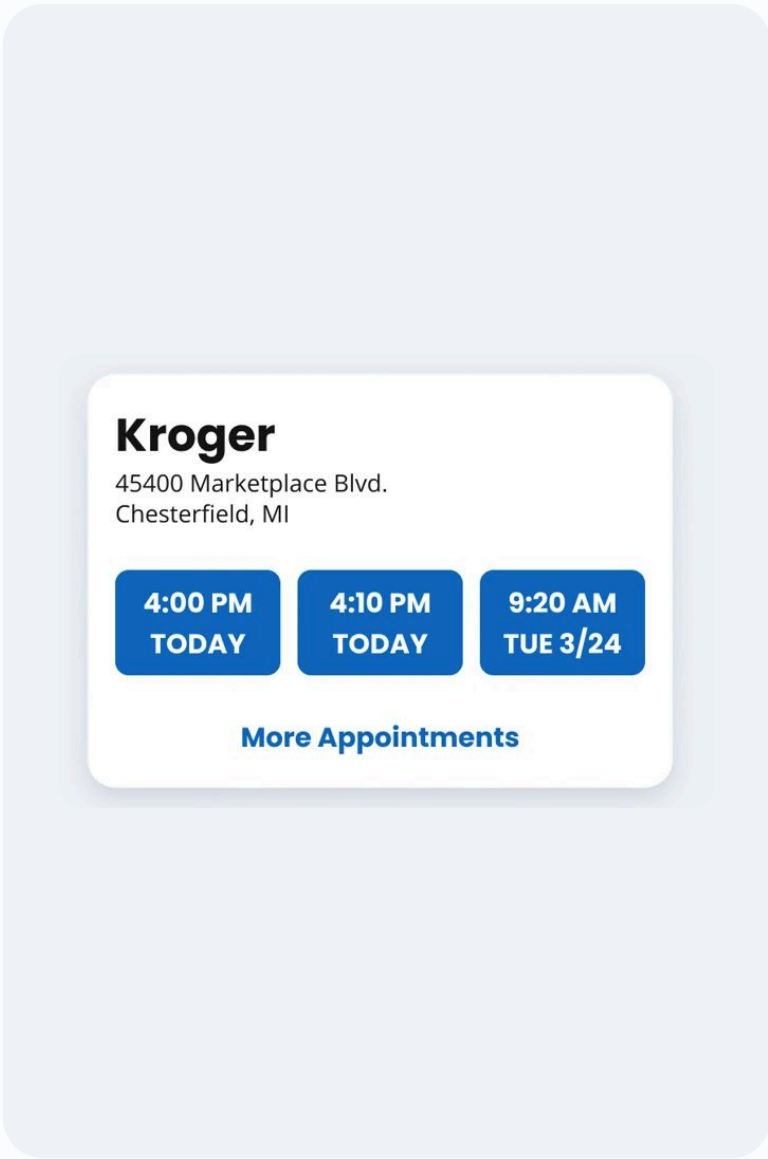


Reviewing the appointment · 2026

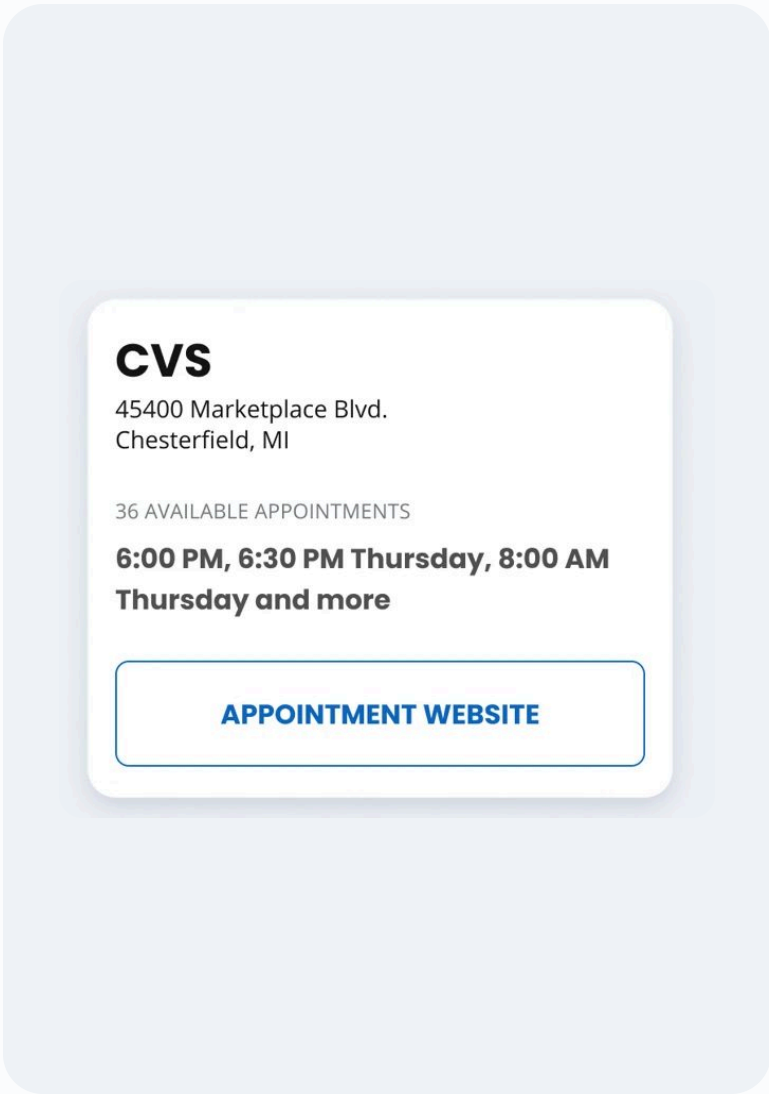
Each choice has its own Edit link, so fixing the pharmacy doesn't mean starting over.

Designing for five levels of pharmacy integration

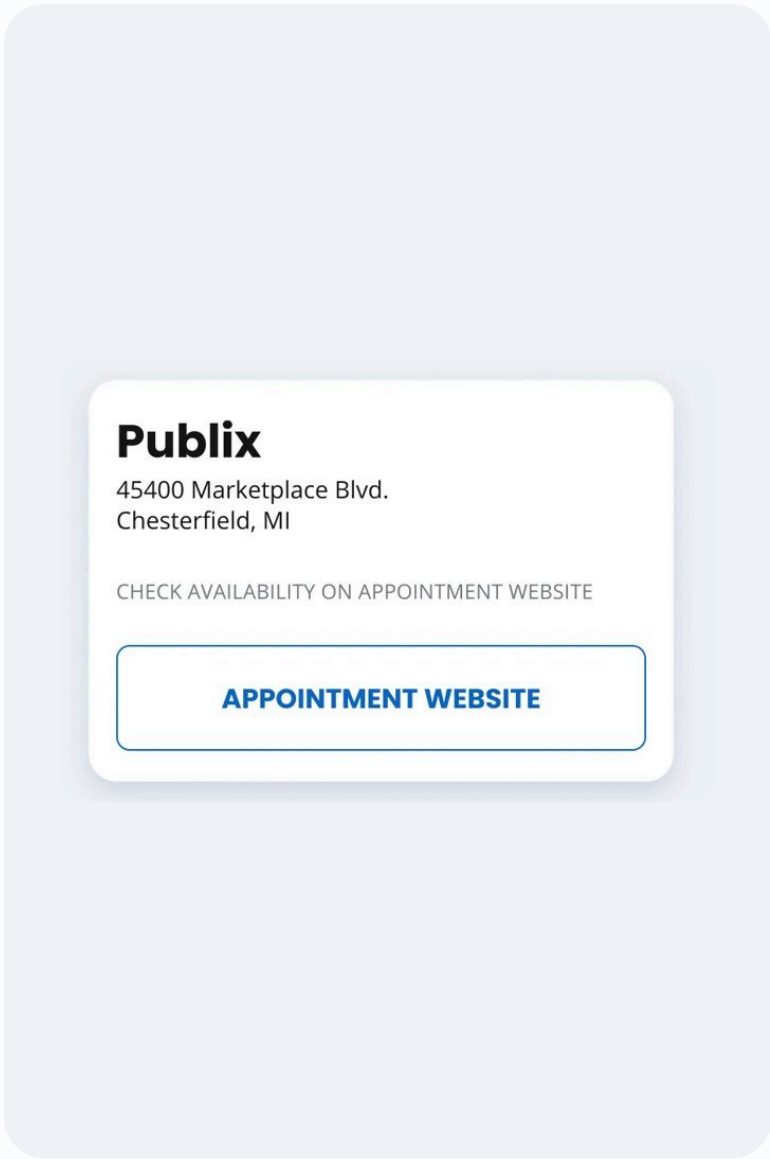
One pharmacy card with a variant for each level, so every result has a clear next step.



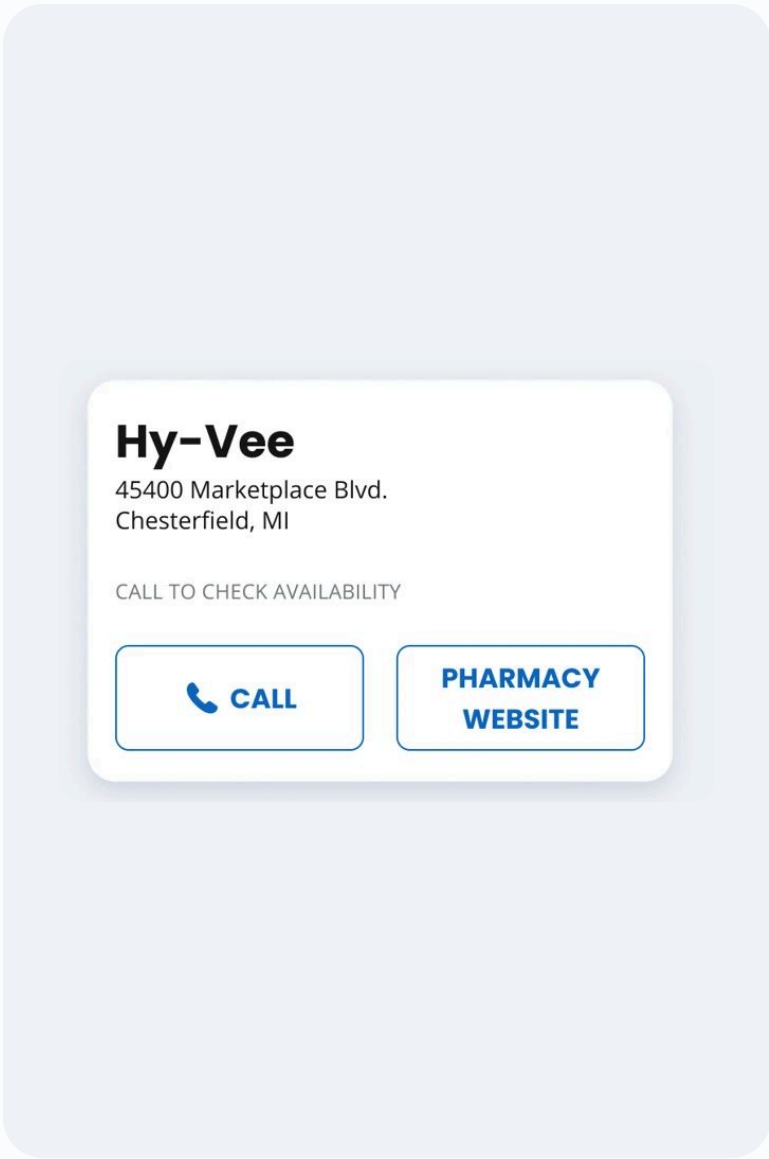
Level 4 • Full scheduling
People pick a time and book without leaving EasyVax.



Level 2.5 • Times, one link
Available times as text, with one button to the pharmacy's booking site.



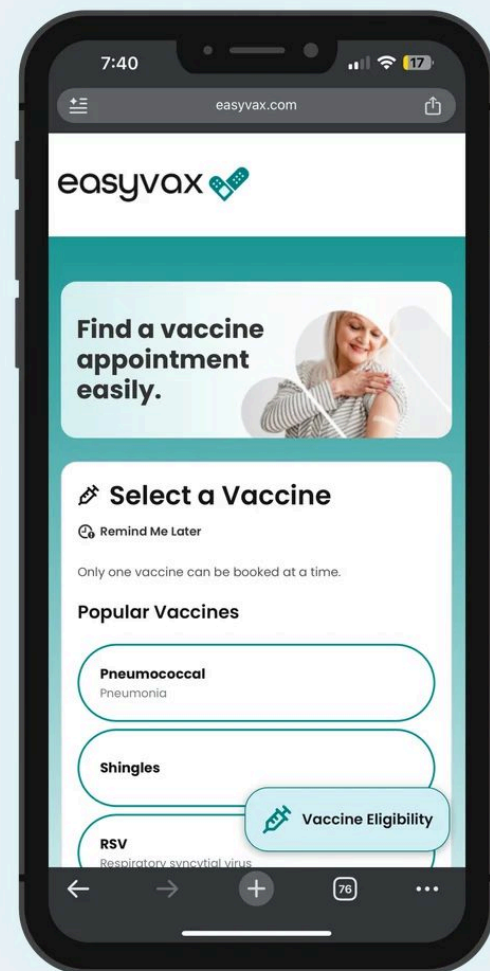
Level 2 • Booking link
The card says to check availability on the pharmacy's site.



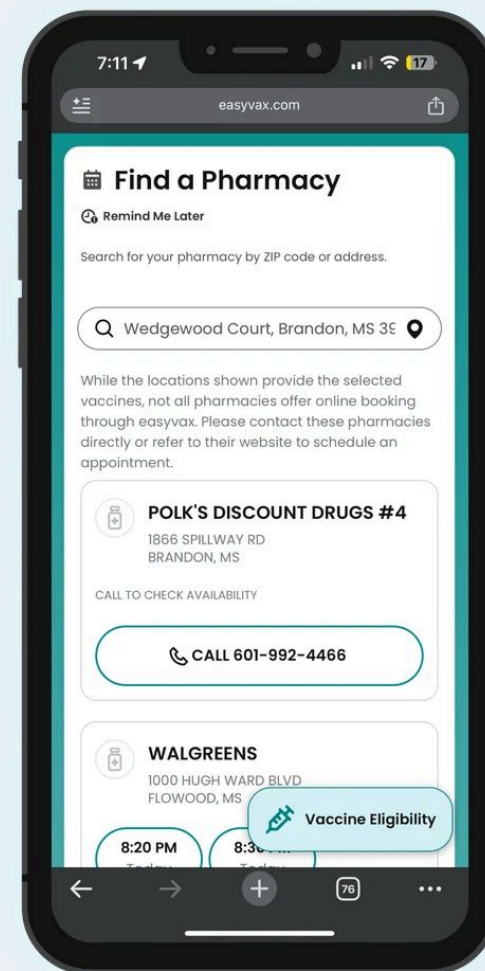
Level 1 • Phone and website
Two clear options: call, or visit the website.

The flow on mobile

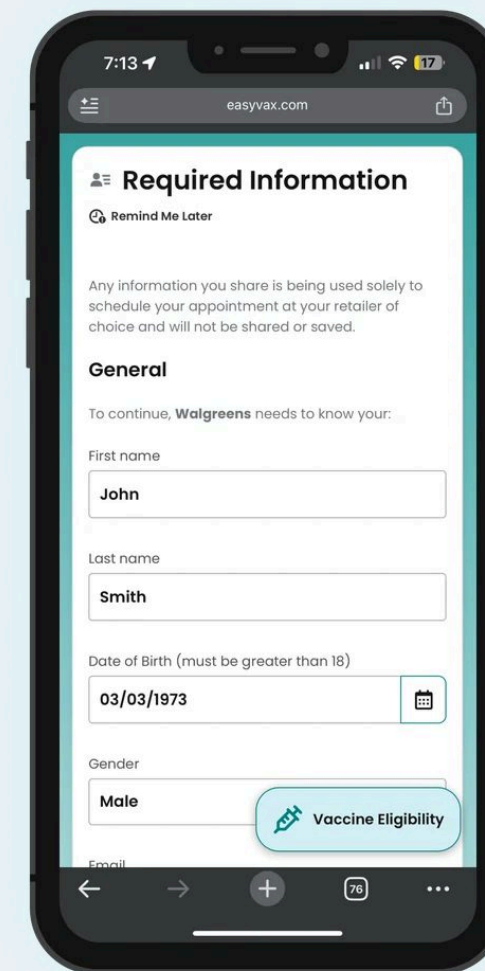
One step open at a time, finished steps collapse into summaries, and the next step is labeled “Up next.”



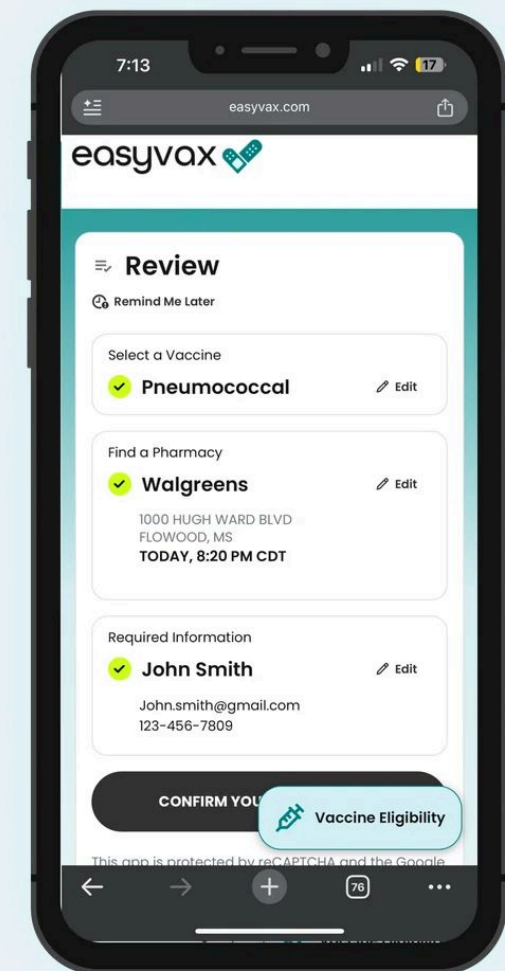
1 • Choose a vaccine



2 • Find a pharmacy



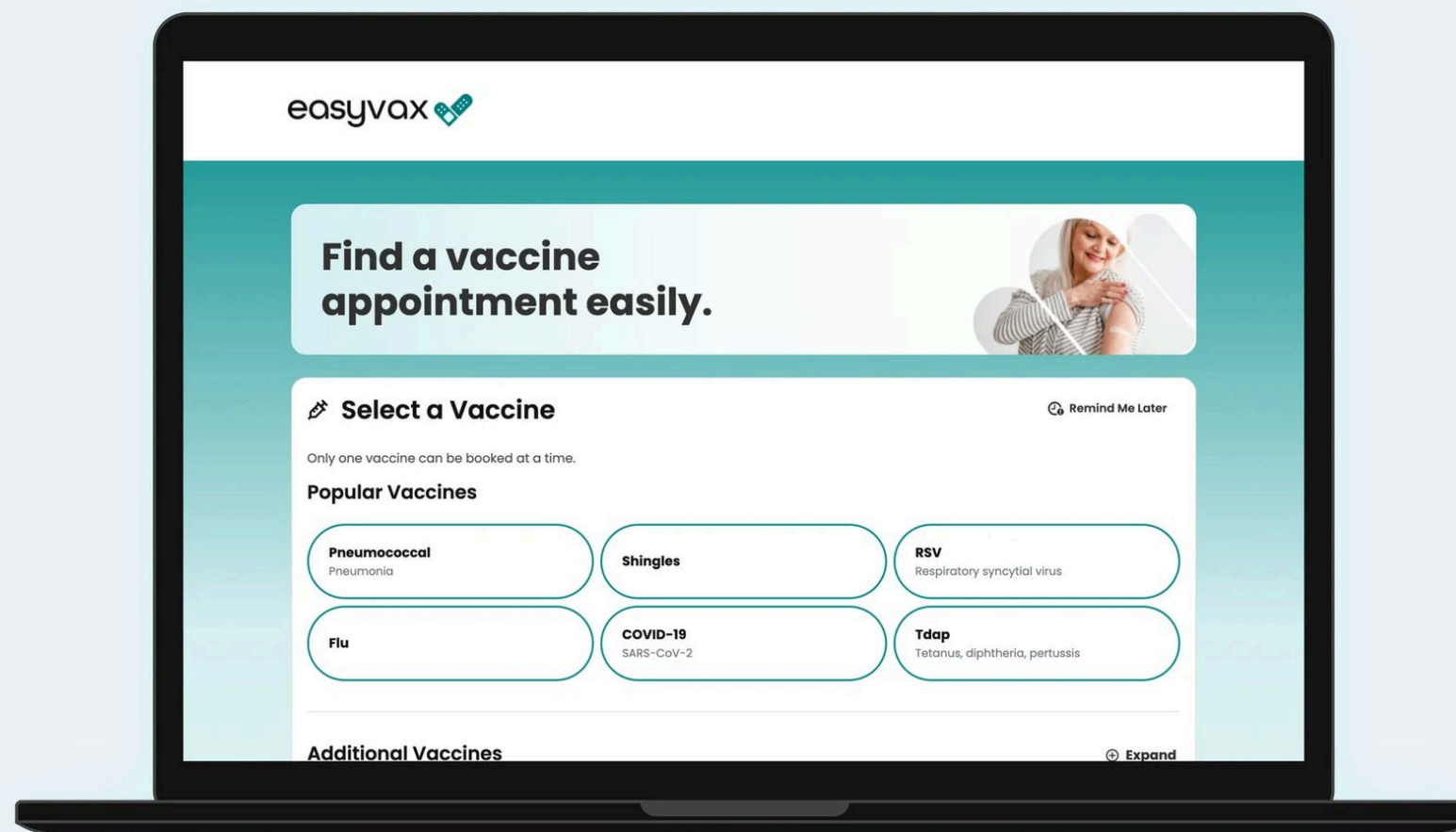
3 • Your information



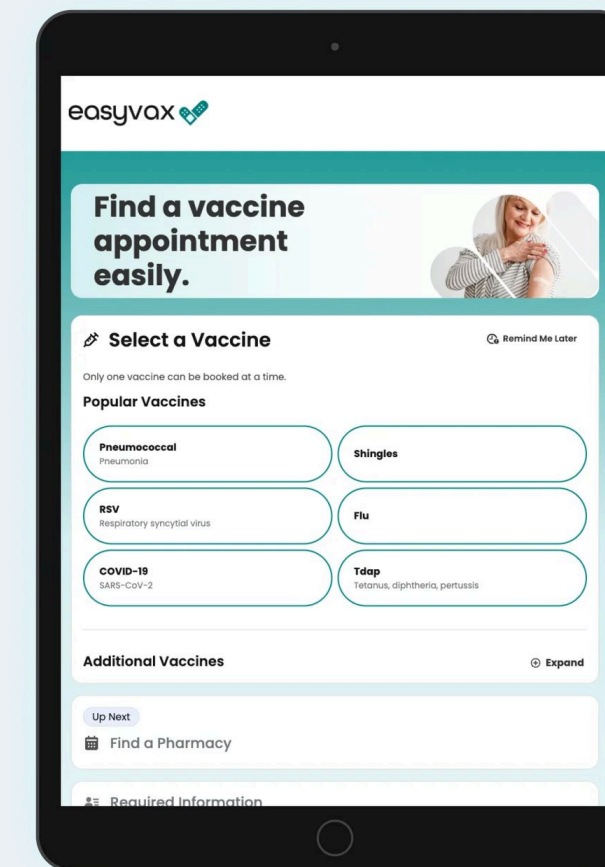
4 • Review and confirm

One flow, several platforms

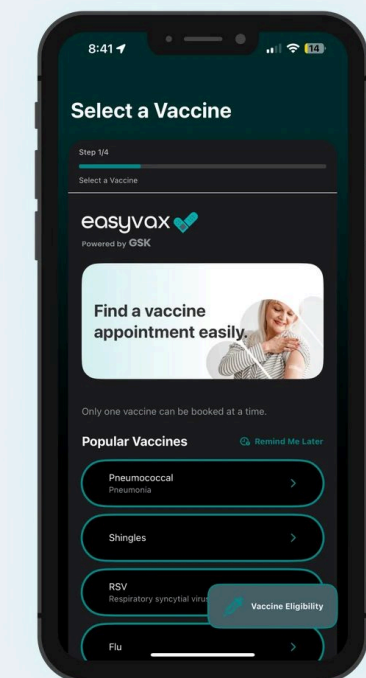
One interaction model, adapted to each device, including dark mode in the iOS app. I also designed the Android version.



Desktop web



iPad



iOS, dark mode

Decisions that mattered

Keep the whole booking on one page

The steps stack as an accordion: finished steps collapse, the current one is open, and the next is labeled "Up next."

Edit in place instead of going back

Every completed step has its own Edit link, so changing the pharmacy doesn't mean starting over.

Ask only what the pharmacy needs, and explain why first

The form is built from each pharmacy's requirements, and the note on data use comes before anyone types.

No dead ends at the pharmacy step

Each card shows whatever that pharmacy can offer, whether that's times, a link, a phone number, or a website.

What changed, and what I'd expect

I left before post-launch numbers were available. Here's what I can point to directly.

4 → 1

Pages to book an appointment, with every earlier choice still visible.

7

Pharmacy card variants covering five integration levels, so no pharmacy is a dead end.

0

Back-button trips needed to change an earlier choice.

Next

Measure completion rate by step, time to confirmation, and edits to earlier steps against v1.

CASE STUDY 2

Helping people know a part fits their car before they buy it

AutoZone · Retail e-commerce · Web · Mobile web

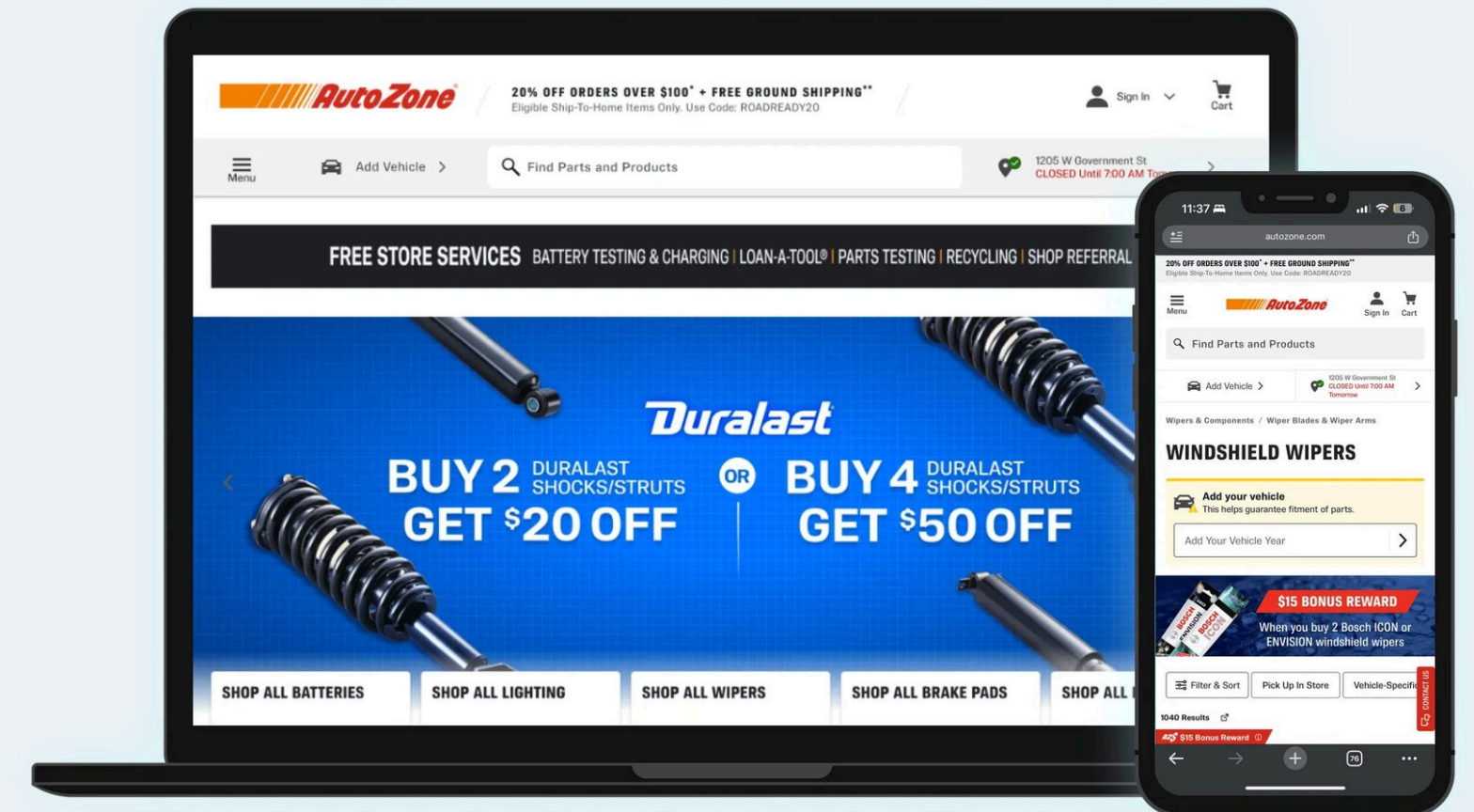
Helping people know a part fits their car before they buy it

3 → 8 PRODUCT FINDER CATEGORIES

~40M MONTHLY USERS

~12 DESIGNERS MENTORED

Brittany Welch · Senior UI Designer · Design lead, Product Discovery



OVERVIEW

Most customers aren't browsing. Something broke.

They need the right part for their specific vehicle. As design lead for Product Discovery, I designed the Product Finder, the AutoZone Rewards enrollment flows, and the Rewards logo, and contributed to the 2020 site relaunch.

THE CHALLENGE

Customers usually don't know their oil weight, wiper sizes, or spark plug type, and the whole site was being rebuilt mid-pandemic for millions of customers.

MY ROLE

Hands-on UI design for Product Discovery, plus direction, design approvals, and mentoring for nearly a dozen designers and interns.

WHERE IT LANDED

The Finder grew from 3 categories to 8. The relaunch went live in 2020 with no reported drop in traffic.

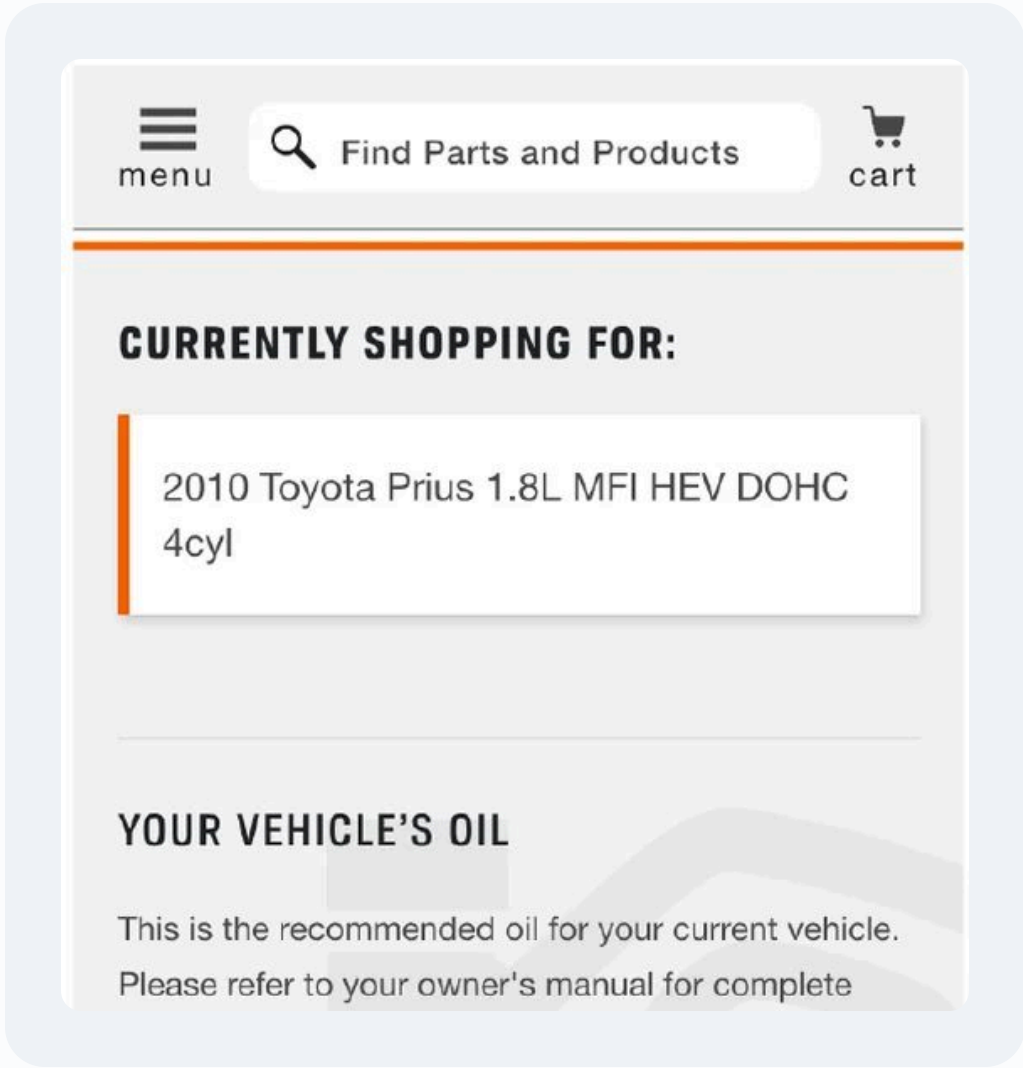
The Product Finder

Once a customer set their vehicle, the top of the product list showed that vehicle’s specs, right above the parts that fit.



Desktop

One layout that adapts to each category, down to vehicles that need two kinds of spark plug.

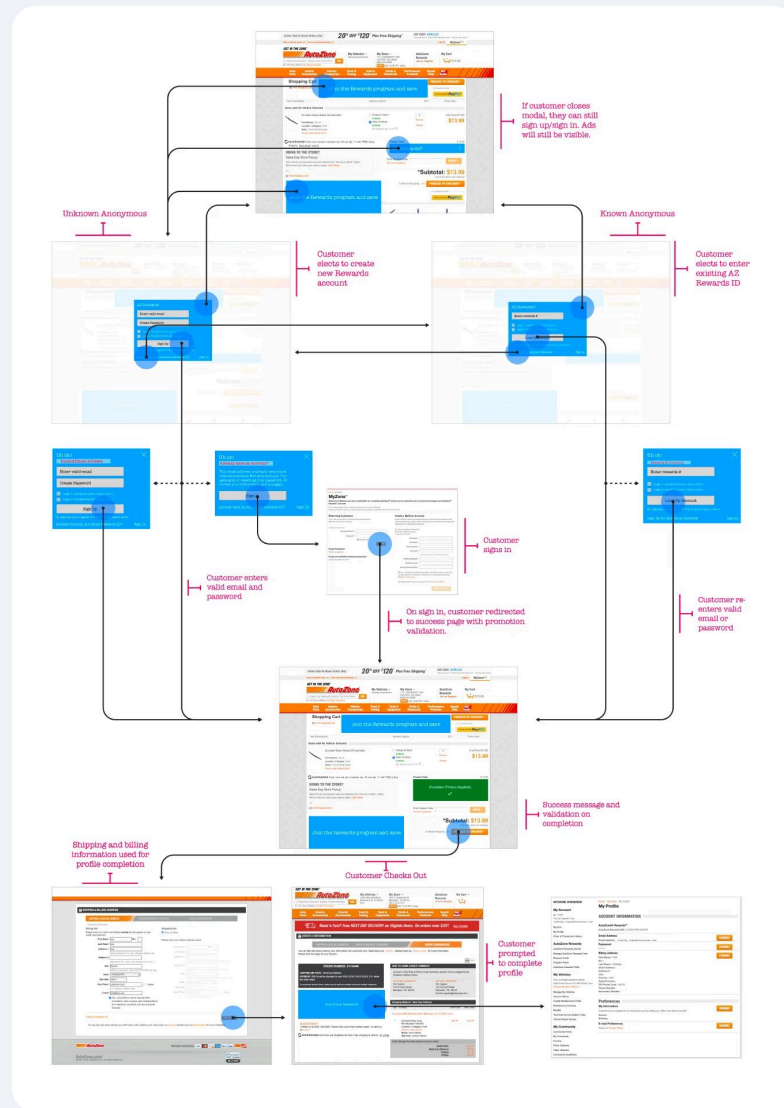


Mobile, in production

Specs sit directly above matching products, each marked “fits your vehicle.”

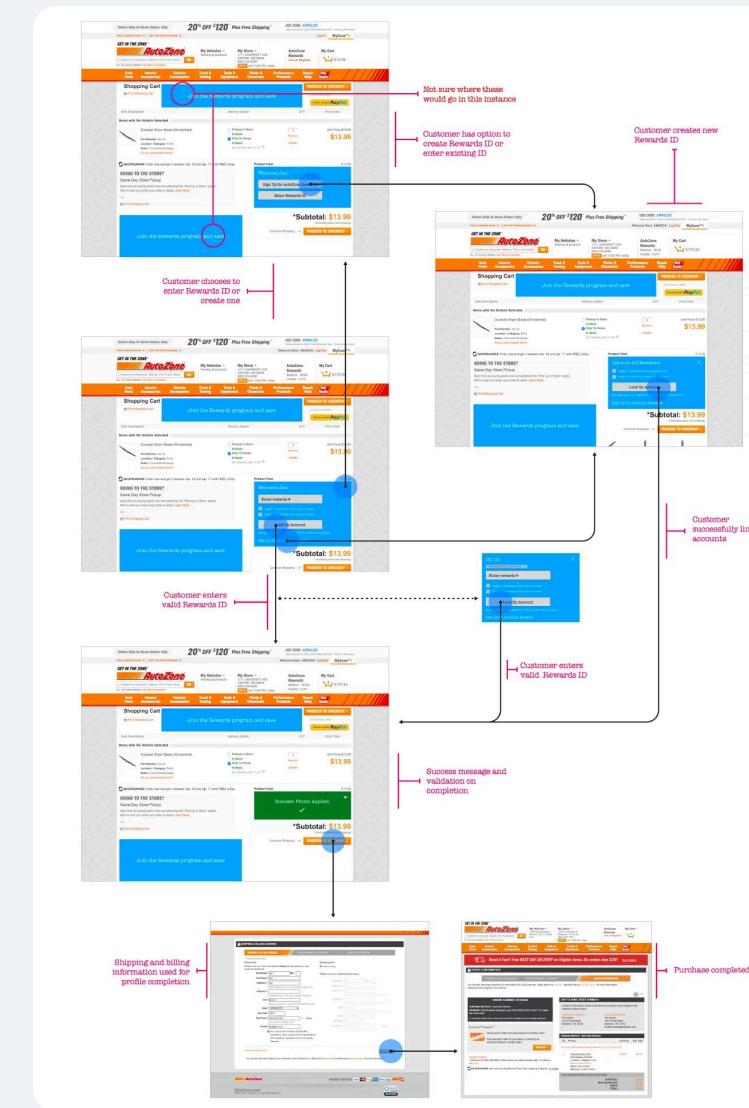
AutoZone Rewards enrollment

Three different starting situations, each with its own prompts, errors, and recovery paths.



Wireflow: not signed in

Both anonymous paths, including what happens if someone closes the modal.

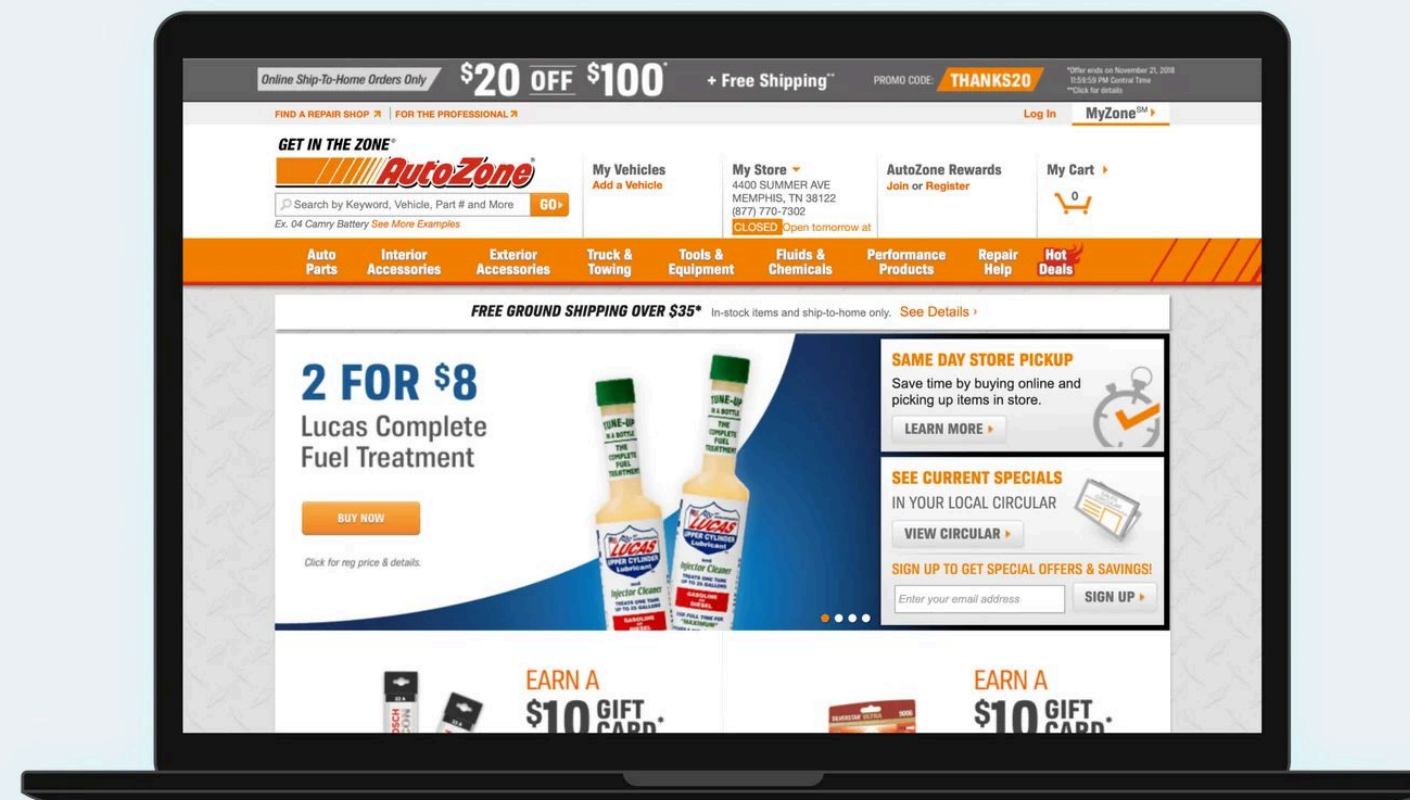


Wireflow: signed in, not enrolled

From the cart prompt through a linked ID and completed purchase.

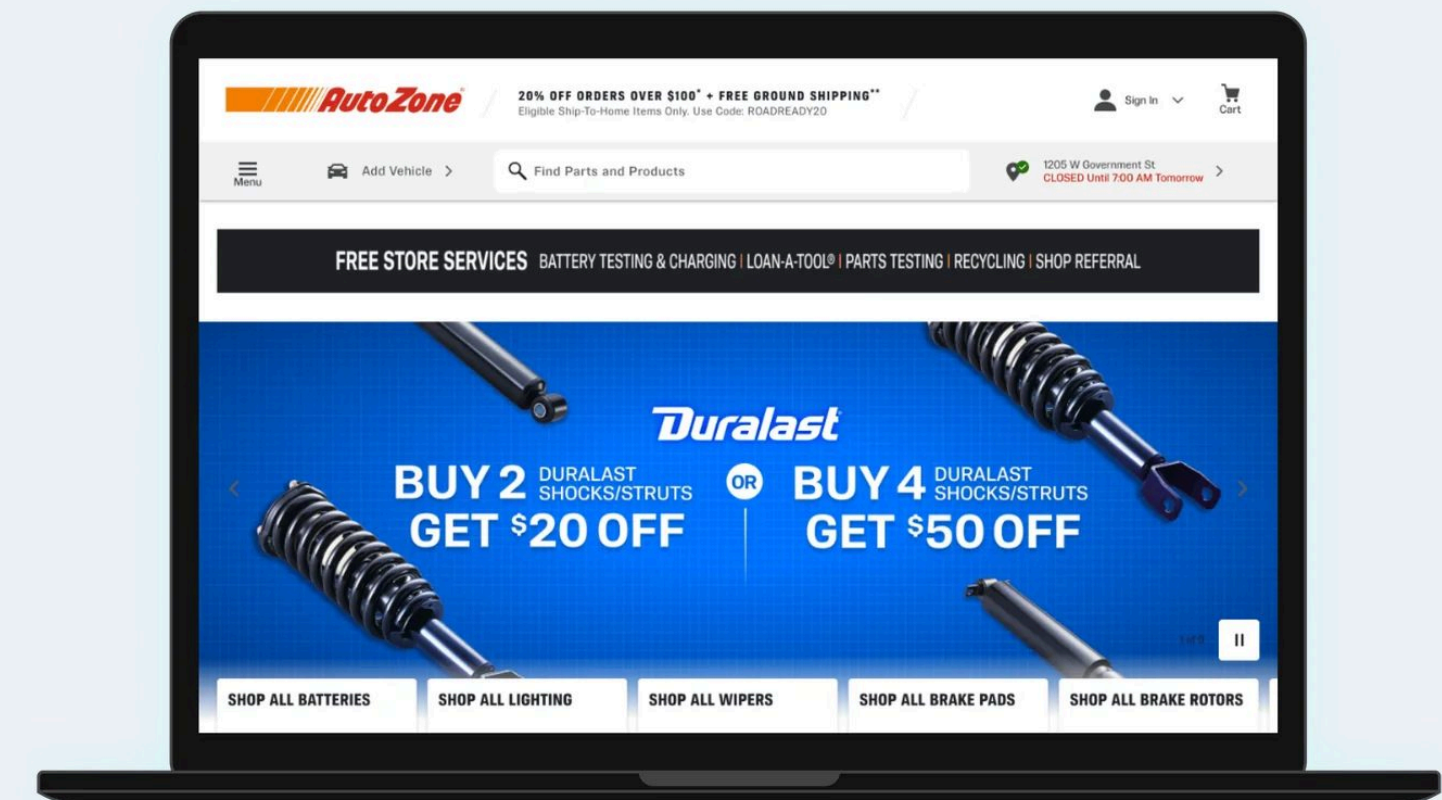
The relaunch: home page

I contributed to the AutoZone.com redesign that launched in 2020.



Before (2011–19)

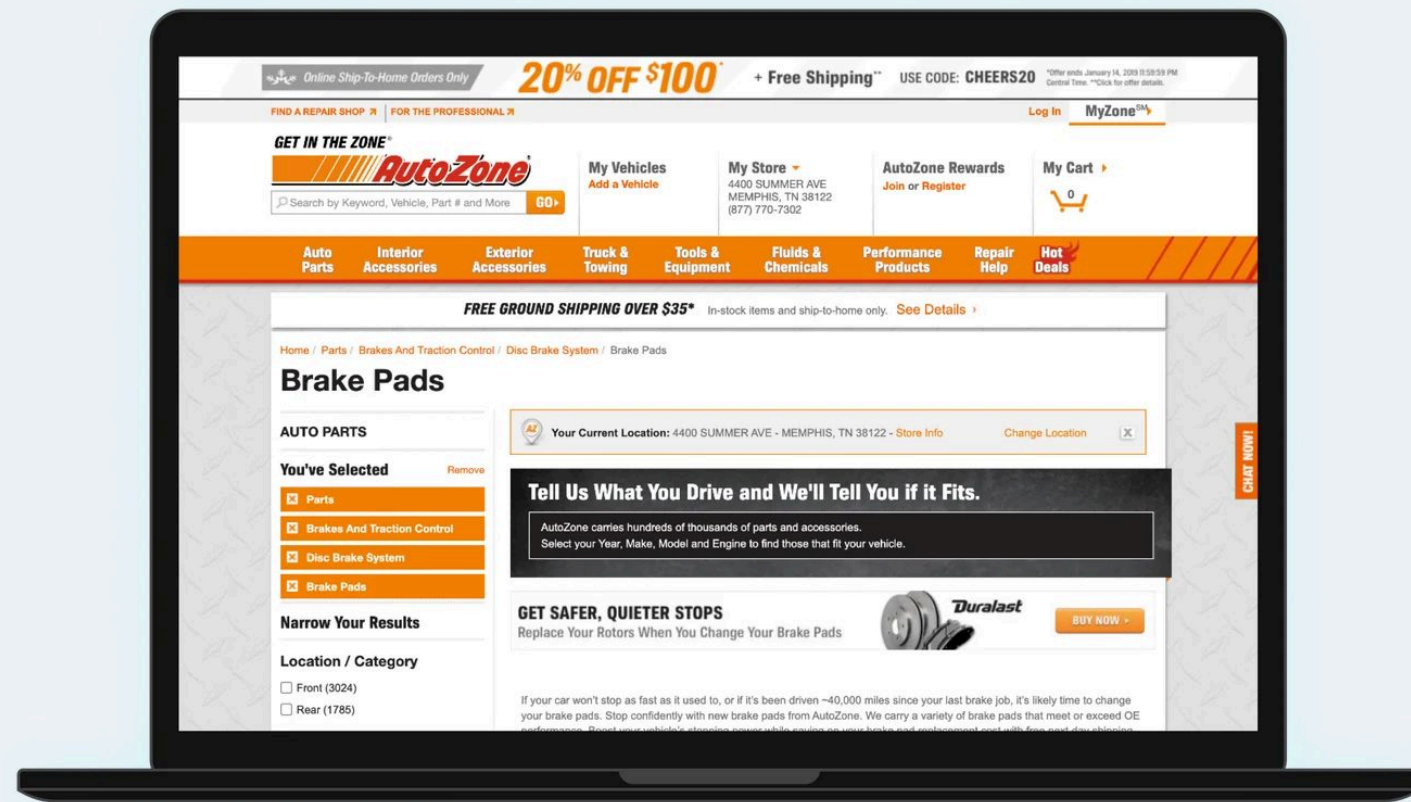
Dense header, mixed promo styles, and vehicle selection tucked into a small link.



Today

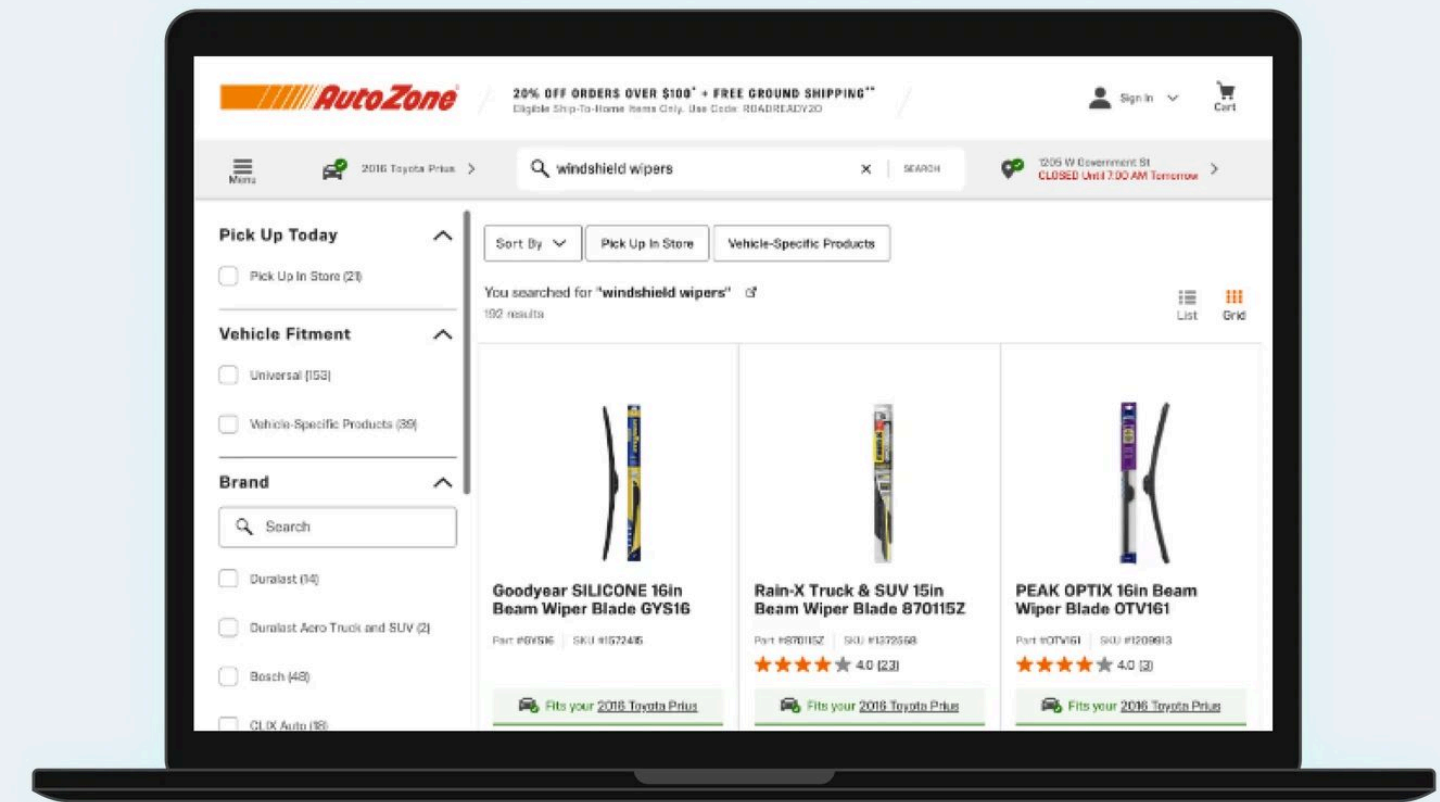
A simpler header with "Add Vehicle," search, and the customer's store in one bar.

The relaunch: product list



Before (2011–19)

A generic "Tell us what you drive" banner above the list.



Today

Fit filters in the sidebar and a "Fits your vehicle" tag on every product.

Decisions that mattered

Show the spec where the decision happens

The answer sits at the top of the product list, right above the products that match it.

One component, many kinds of parts

One flexible layout for wipers, oil, and spark plugs made it easy to grow from 3 categories to 8.

Design every Rewards situation

Mapping all three paths, including closed modals and wrong passwords, kept edge cases from becoming dead ends.

Growing the team

I mentored nearly a dozen designers and interns, helped lead critiques, led onboarding, and interviewed candidates.

What changed

3 → 8

Product Finder categories, from oil, wipers, and spark plugs to antifreeze, wheel nuts, brake fluid, and transmission fluid.

3

Rewards enrollment paths designed end to end, each with its own error and recovery states.

0

Reported drop in traffic at the 2020 relaunch, for nearly 40 million monthly users.

Still here

Relaunch patterns were adopted across the design org, and the Rewards logo is still in use.

CASE STUDY 3

Eight years of designing and building for a regional carrier

C Spire · Telecom · Design + front-end

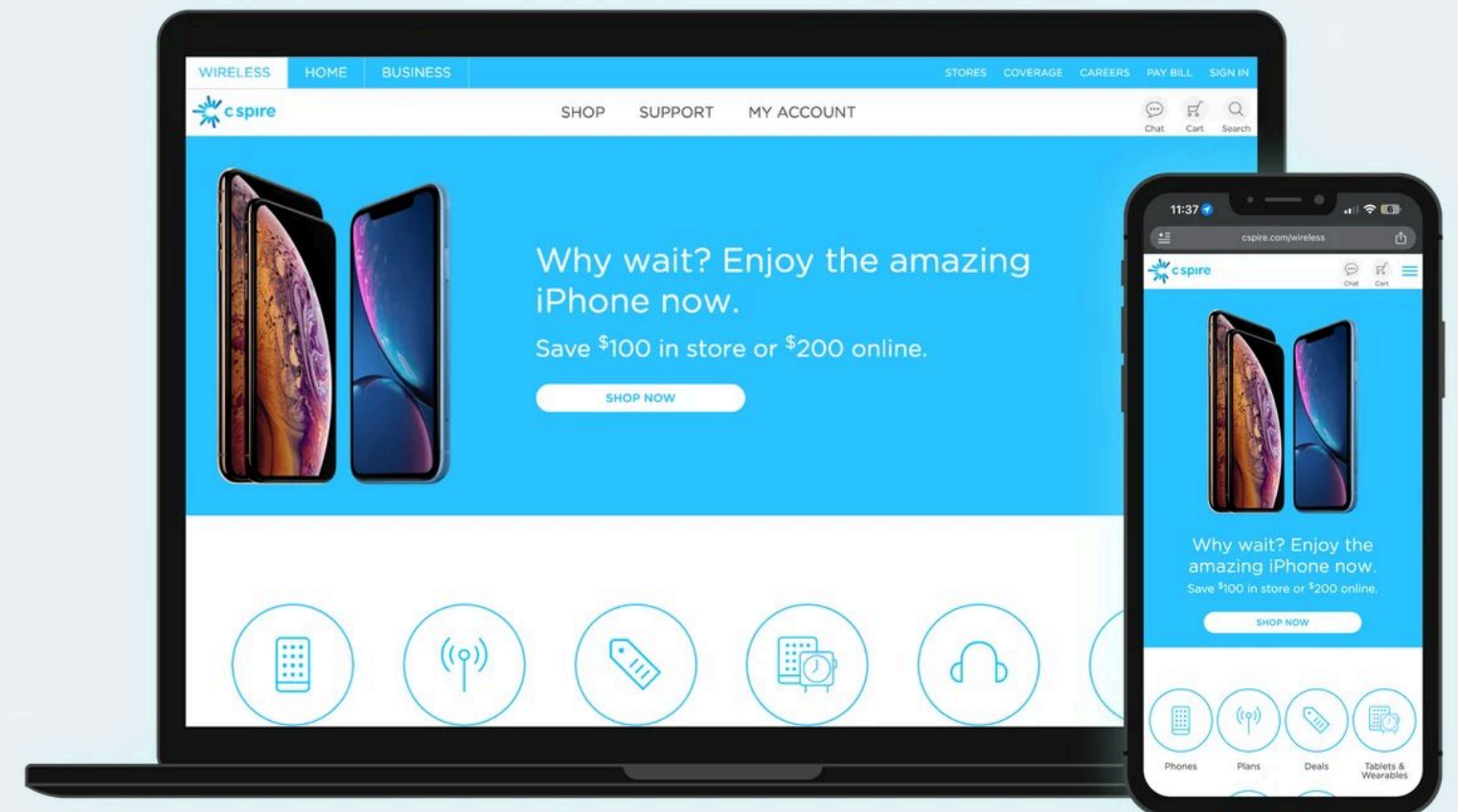
Eight years of designing and building for a regional carrier

8 YEARS IN-HOUSE

3 SITES: WIRELESS, BUSINESS, FIBER

3 CLICKS TO A REPAIR ESTIMATE

Brittany Welch · UX Developer II



OVERVIEW

Design in the morning, front end in the afternoon.

As a UX Developer at C Spire, I designed pages and then built their front end, from the main wireless site through eight years of redesigns to the business and fiber sites and one-off launches.

THE WORK

The wireless, business, and fiber sites, plus eight years of promotions, device pages, and support flows.

MY ROLE

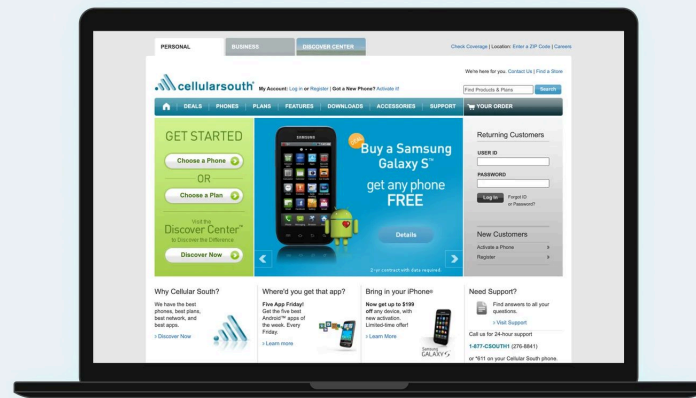
Co-owned UX design and front-end development for three flagship site redesigns.

HOW IT SHOWS

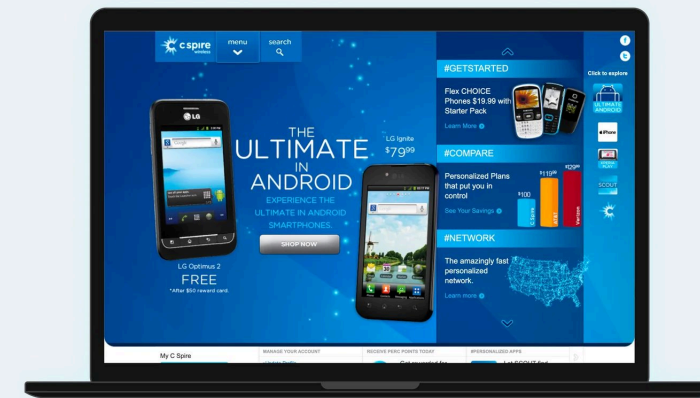
Knowing what was easy or expensive to build made my designs more realistic and my handoffs cleaner.

The wireless site, through eight years of redesigns

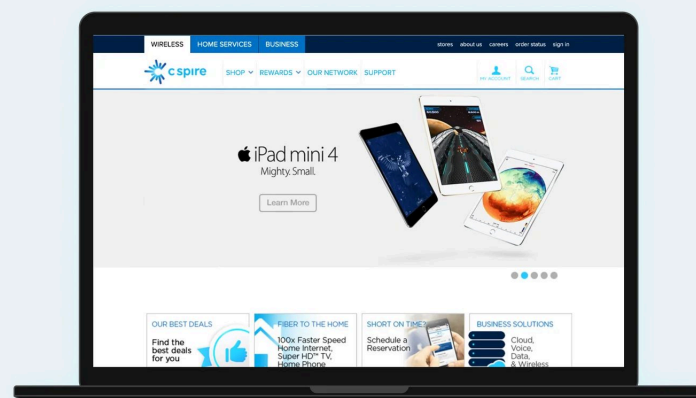
Each version moved toward a simpler structure and a lighter, more mobile-friendly layout.



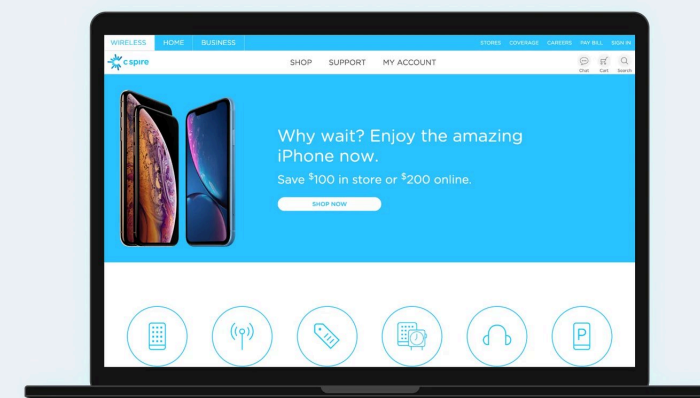
2011 · Cellular South



2012 · The rebrand



2015

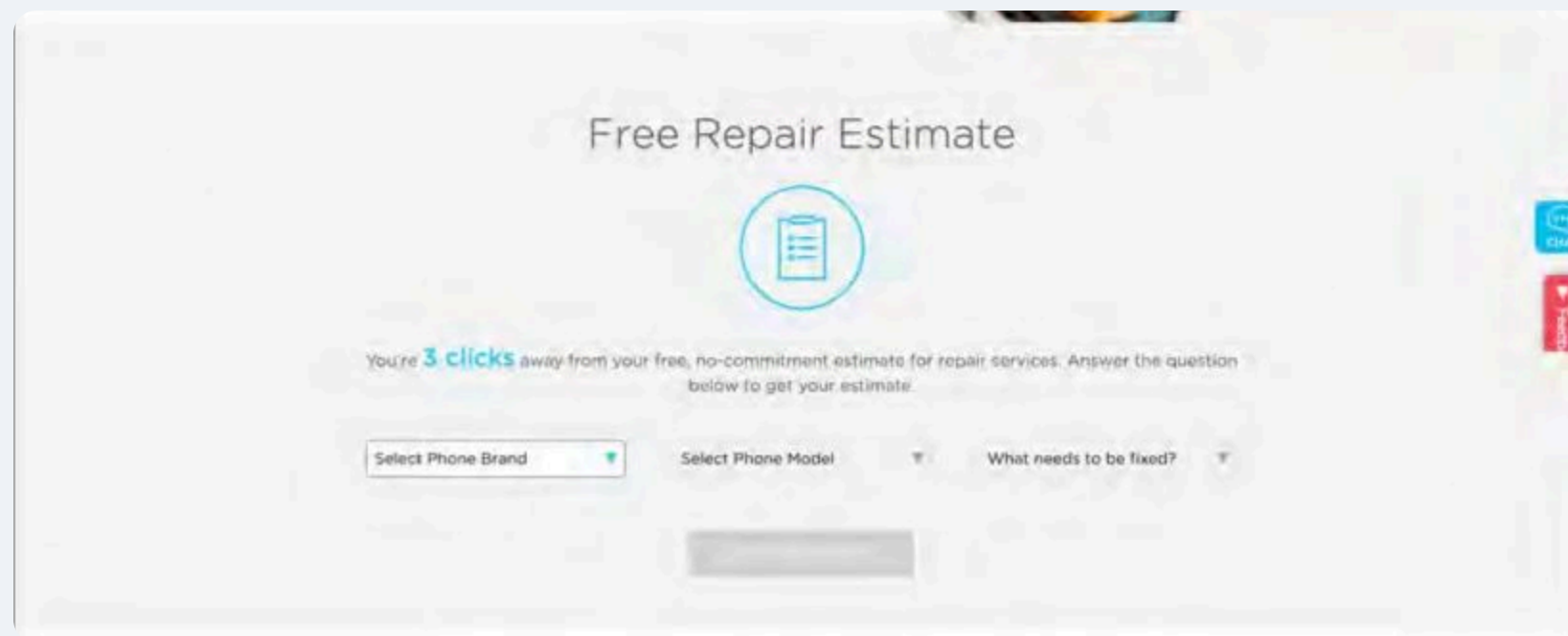


2018

FEATURED · LAUNCHED 2018

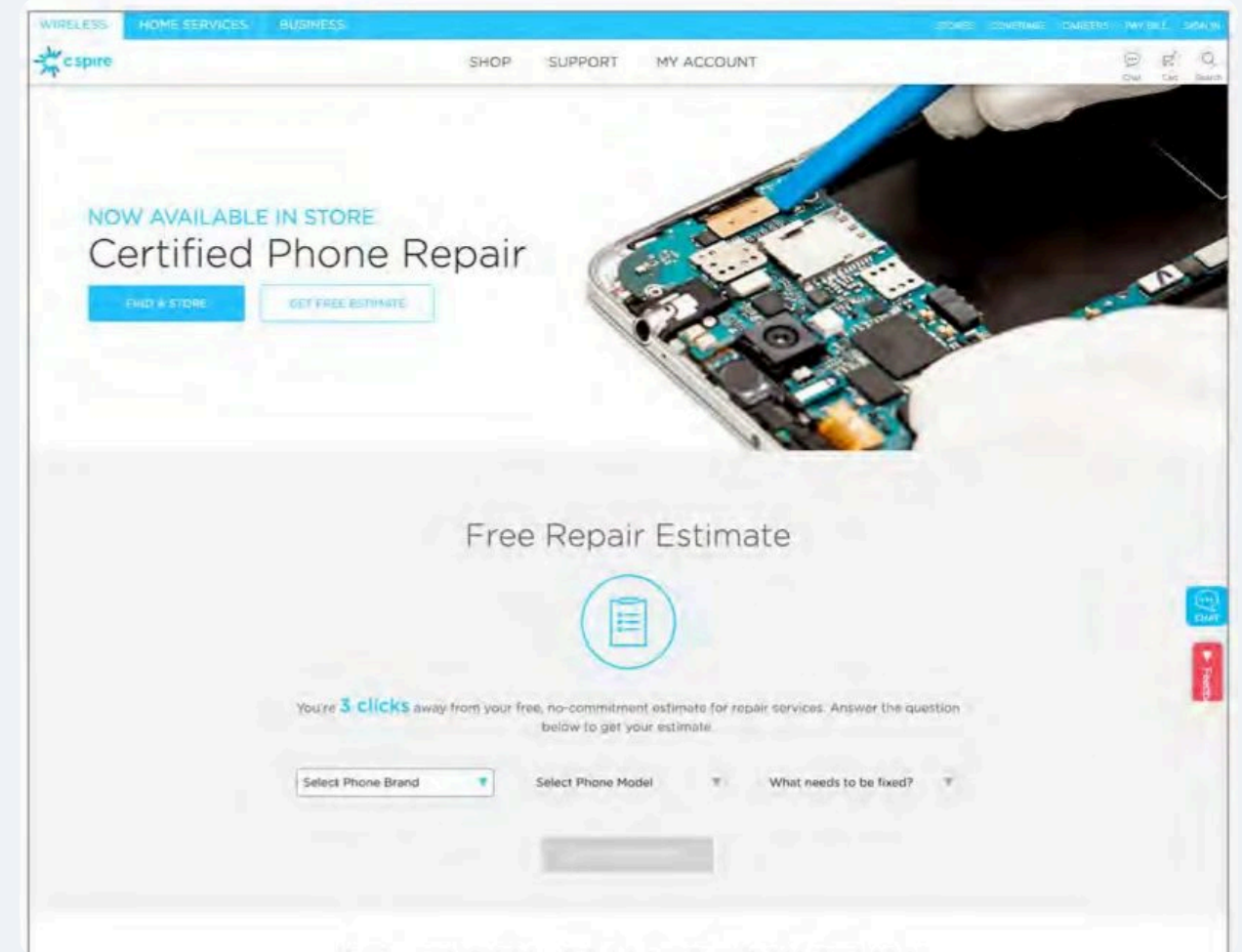
Repair Center: fix it instead of replacing it

In 2018, C Spire started offering certified phone repair in its stores. I designed and built the landing page that introduced it.



A free estimate in 3 clicks

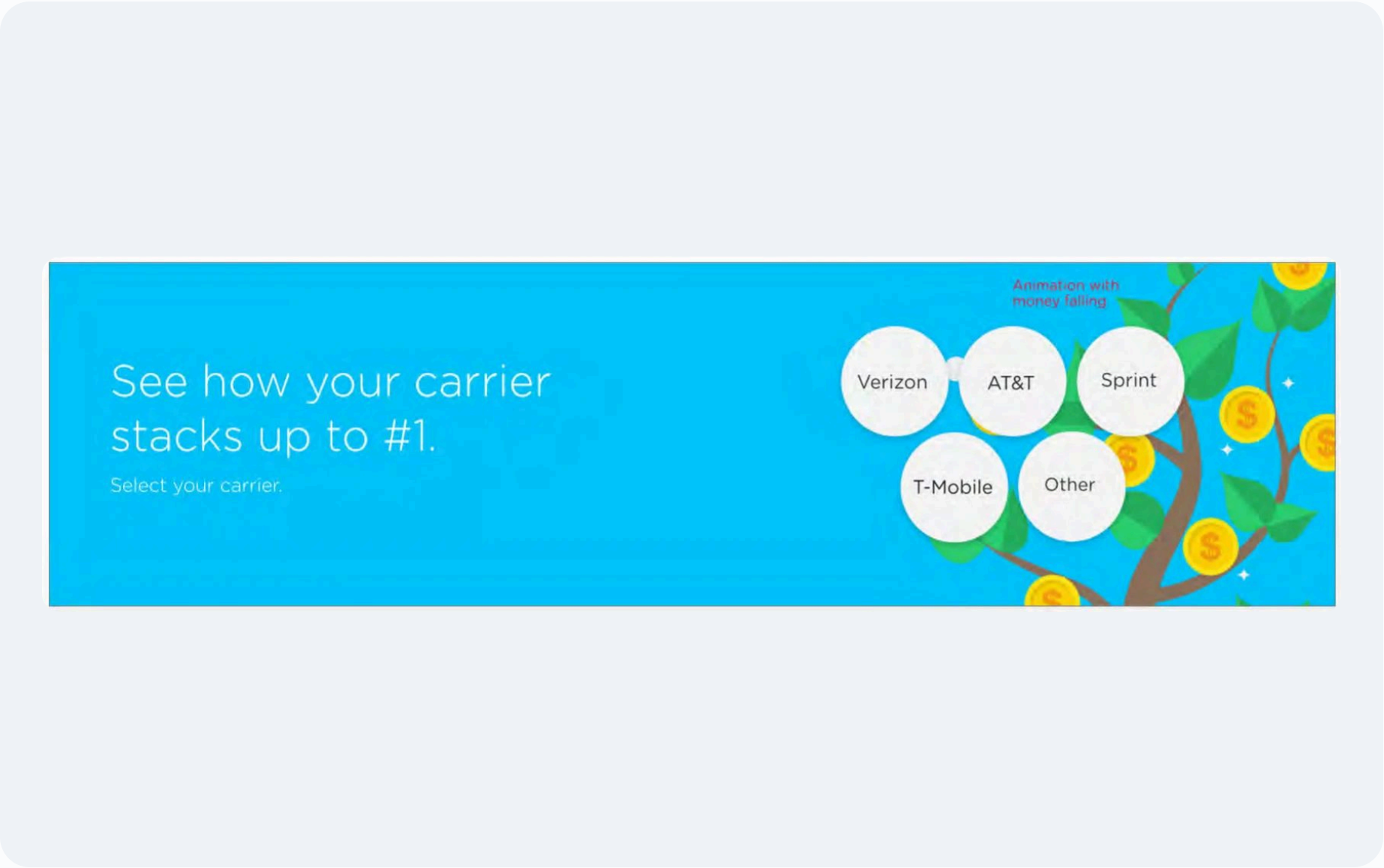
Brand, model, and what needs fixing. Free and no commitment.



The full landing page

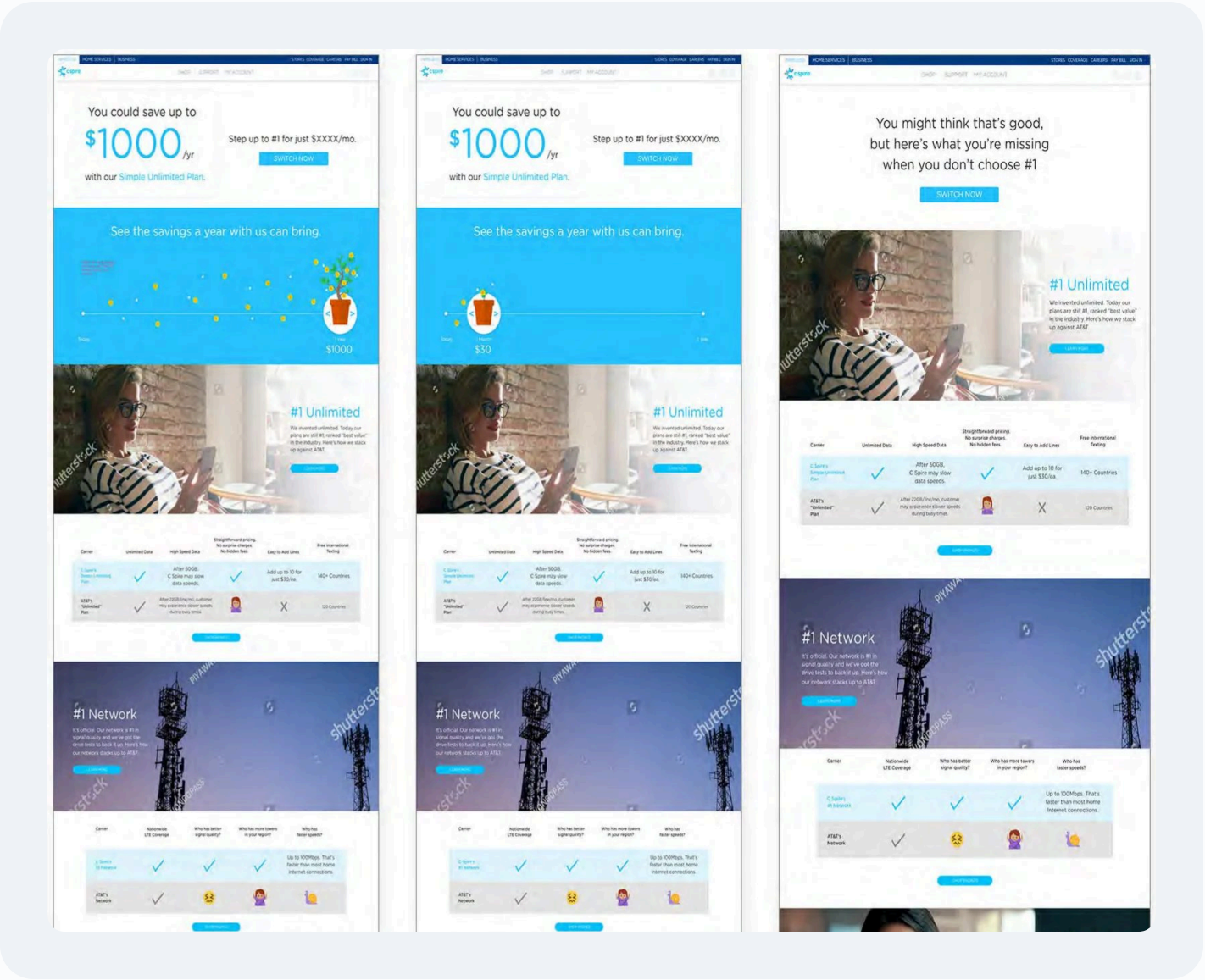
Carrier comparison tool and the money tree

Compare your current bill with C Spire in three quick questions. I designed it, including the animation.



Home page entry

Carrier bubbles sit in a money tree with coins falling; each fills with its brand color on hover.



Honest results either way

If C Spire wasn't cheaper, the page acknowledged their deal and made the case on network and service.

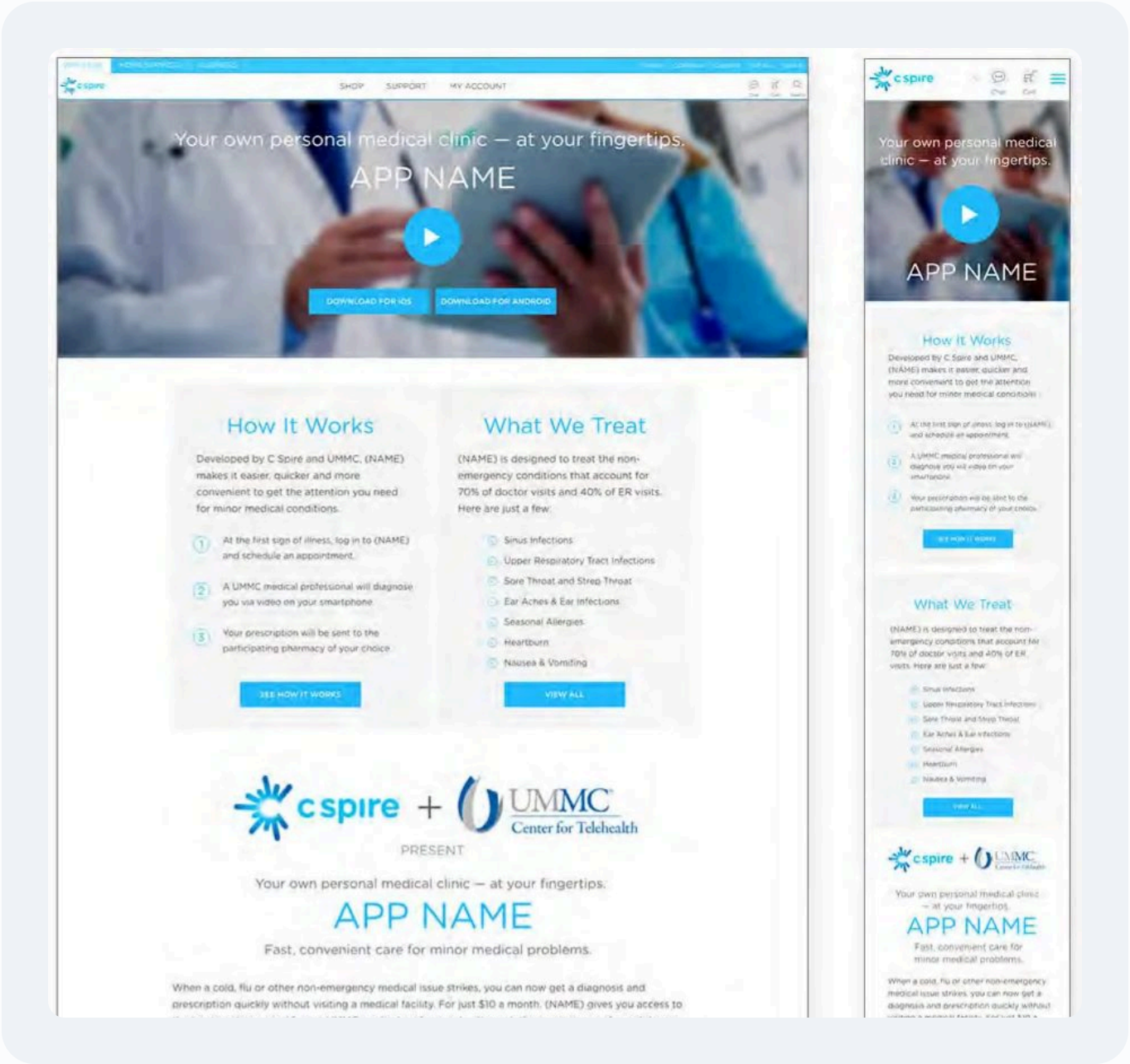
Telehealth launch page

A launch page for a telehealth app built by C Spire and UMMC, designed so people could scan it in order.



An infographic that's easy to swallow

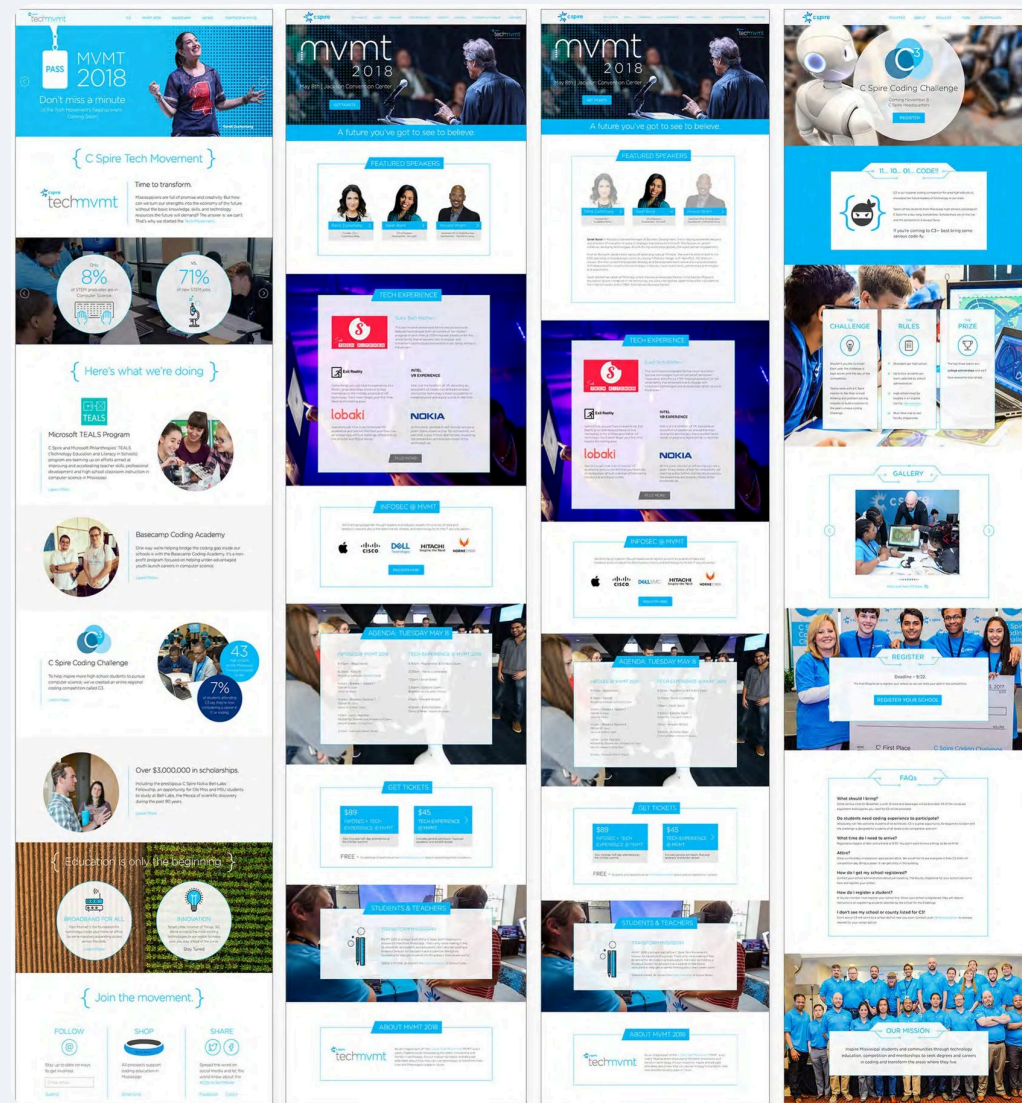
30 minutes for a video visit versus 121 minutes for an average office visit.



Desktop and mobile

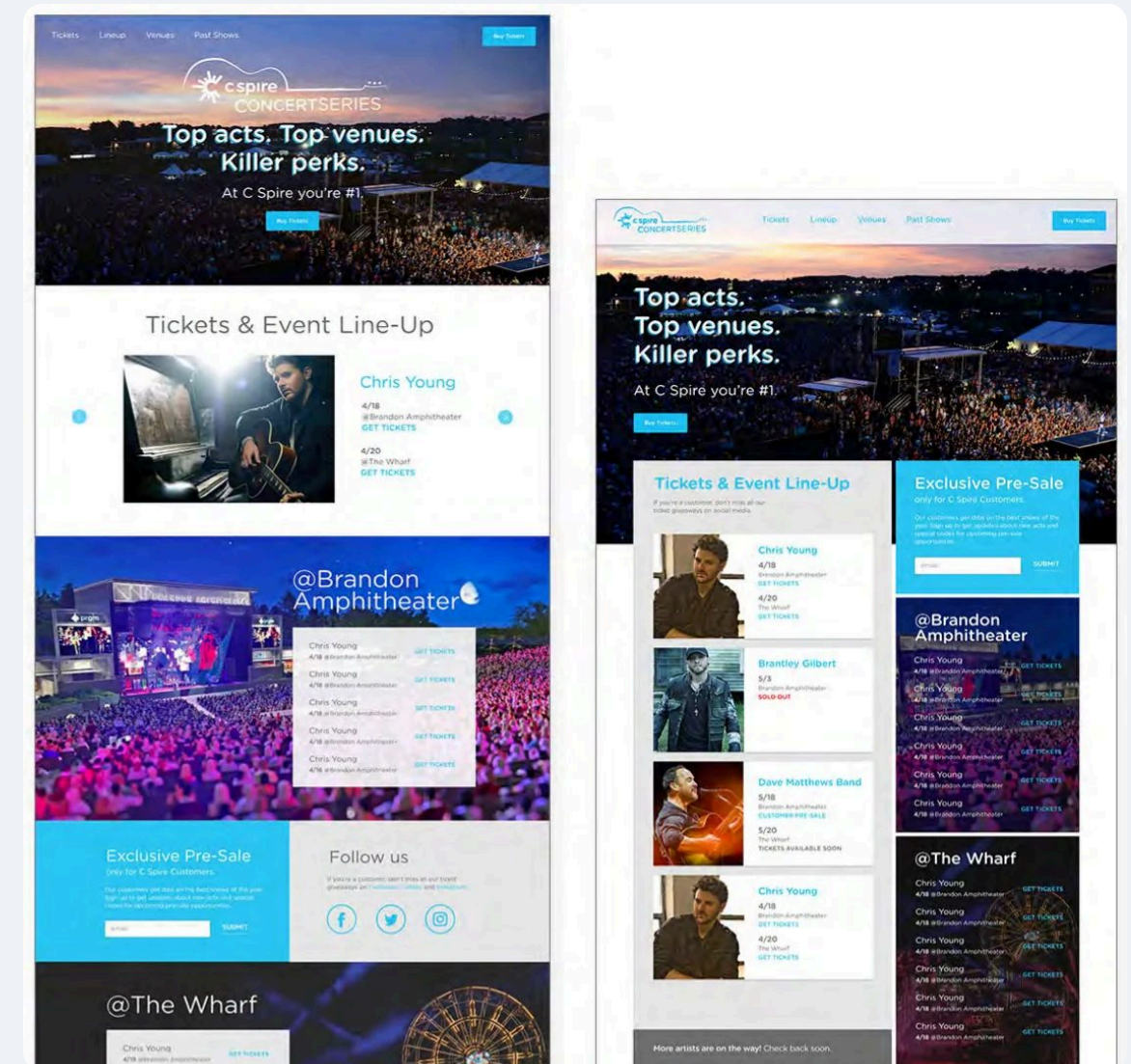
Techmvmt and the Concert Series

A shared visual language for C Spire's tech-education programs, so each new page fit in on day one.



Techmvmt hub, MVMT 2018, and C3

Rounded photo crops, bracketed headings, and a single accent color tie the pages together.



Concert Series

Layout explorations built around the event photography.

What this role taught me

Designing what I'd also build

Working in design files and code made my designs more realistic and my conversations with engineers more honest.

Lead with what people came for

The repair estimate, the carrier choice, and the time comparison all went above the fold.

Design for the unfavorable result too

When the tool couldn't beat someone's price, a separate results page acknowledged their deal.

Build systems for things that keep growing

A shared set of patterns meant each new Techmvmt page fit in on day one.

CASE STUDY 4

Asking our own team what they actually think about AI

Lextech · Internal research · AI adoption

Asking our own team what they actually think about AI

12+ INTERVIEWS

30–45 MINUTES EACH

4 THEMES

Brittany Welch · Senior Product Designer · Research lead

12+ INTERVIEWS · 4 THEMES

What our team told us about AI

MANY PEOPLE

“Where do I even start?”

MANY PEOPLE

Client confidentiality

MANY PEOPLE

No time to learn

SOME PEOPLE

Job security

OVERVIEW

How willing is our team to use AI, and what's holding people back?

Lextech wanted to understand where its own people stood on AI. I wrote the interview script, scheduled and ran the interviews, and synthesized the team's willingness, concerns, and ideas for using AI.

THE QUESTION

How willing is our team to use AI, what's holding people back, and where do they see it helping?

MY ROLE

I ran the study end to end: script, scheduling, interviews, synthesis, and the write-up.

WHERE IT LANDED

I documented the findings in Notion. Several members of leadership used them to plan the initiatives that followed.

How I ran it

01 • Write the questions

A consistent script covering how people felt about AI, what worried them, and where it could help.

02 • Talk to over a dozen people

I scheduled and led each conversation, 30 to 45 minutes long, across the team.

03 • Find the patterns

I turned the notes into a data set of willingness, concerns, and ideas, then grouped it into themes.

04 • Make it usable

I wrote the findings up in Notion so leadership could reference them when planning.

What we heard

The concerns that came up most were practical ones: knowing where to start, protecting client data, and finding the time.

“Where do I even start?”

Many people had no idea where to begin with AI and said they needed training.

Client confidentiality

What is safe to put into an AI tool when you work with client data every day?

No time to learn

Many worried about finding time to learn AI on top of daily client work.

Job security

Some worried AI would eventually replace parts of their role, or all of it.

What I took from it

Adoption starts with training

For many people, the gap wasn't interest. It was knowing where to start, and what was safe.

Time has to be part of the plan

Learning on top of full client workloads wasn't realistic. Any rollout needed time set aside.

Say the quiet worries out loud

Naming confidentiality and job security directly made them things leadership could address.

CASE STUDY 5

Building the AIWhy.io brand, and three sites in three weeks

Lextech · Brand · Web · AI services

LEXTECH · BRAND · WEB · AI SERVICES

Building the AIWhy.io brand, and three sites in three weeks

3 SITE VERSIONS, ~1 WEEK EACH

~30 CLIENTS HELPED

Brittany Welch · Senior Product Designer



OVERVIEW

A credible brand for a new AI offering, fast.

AIWhy.io is Lextech's external site for its AI agent services. I created the brand system (everything except the logo), designed the site through three rebuilds, and carried the brand into decks, PDFs, workshop pages, and proposals.

THE CHALLENGE

Launch a credible brand and site fast, and make sure it could be found by the AI tools it was about.

MY ROLE

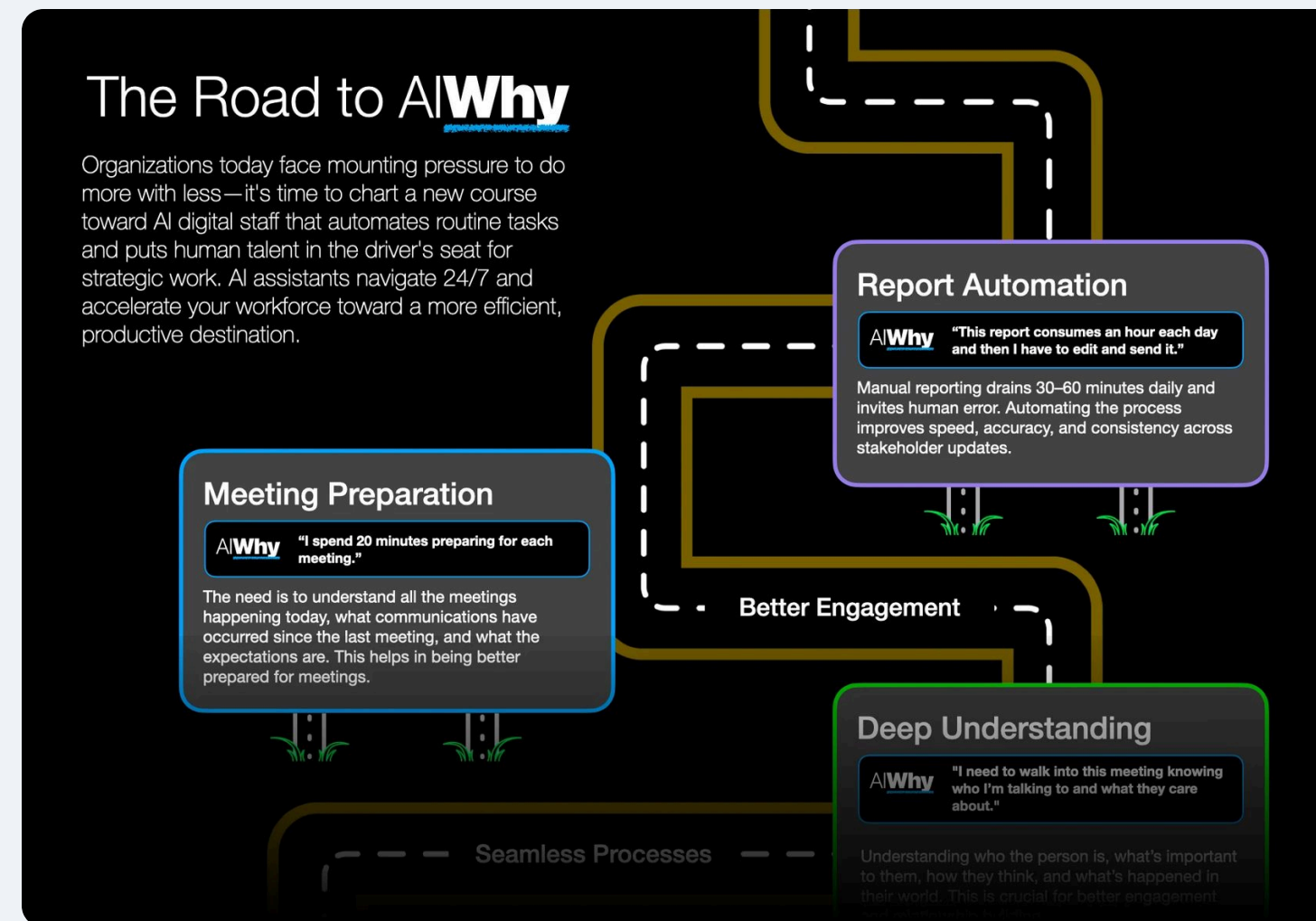
Color, type, visual language, and site design, plus decks, PDFs, workshop pages, and proposal templates.

WHERE IT LANDED

The site is live, and the team has helped roughly 30 clients with AI adoption using materials built on this brand.

The brand system

A dark, high-contrast base, bold headings, bright accents for each topic, and callouts in the client's own words.



Presentation slide

Each client problem gets a color-coded card, a quote in the client's words, and a plain-language explanation.

Three versions in three weeks

For a company selling AI services, being invisible to AI search wasn't an option.

Lovable

Built in about a week, but as a React app that AI search couldn't read.

Circle

Rebuilt in Circle, and ran into the same readability problem.

Built with Claude

The version that launched: plain HTML, plus Markdown versions of key pages for AI answer engines.

The live site

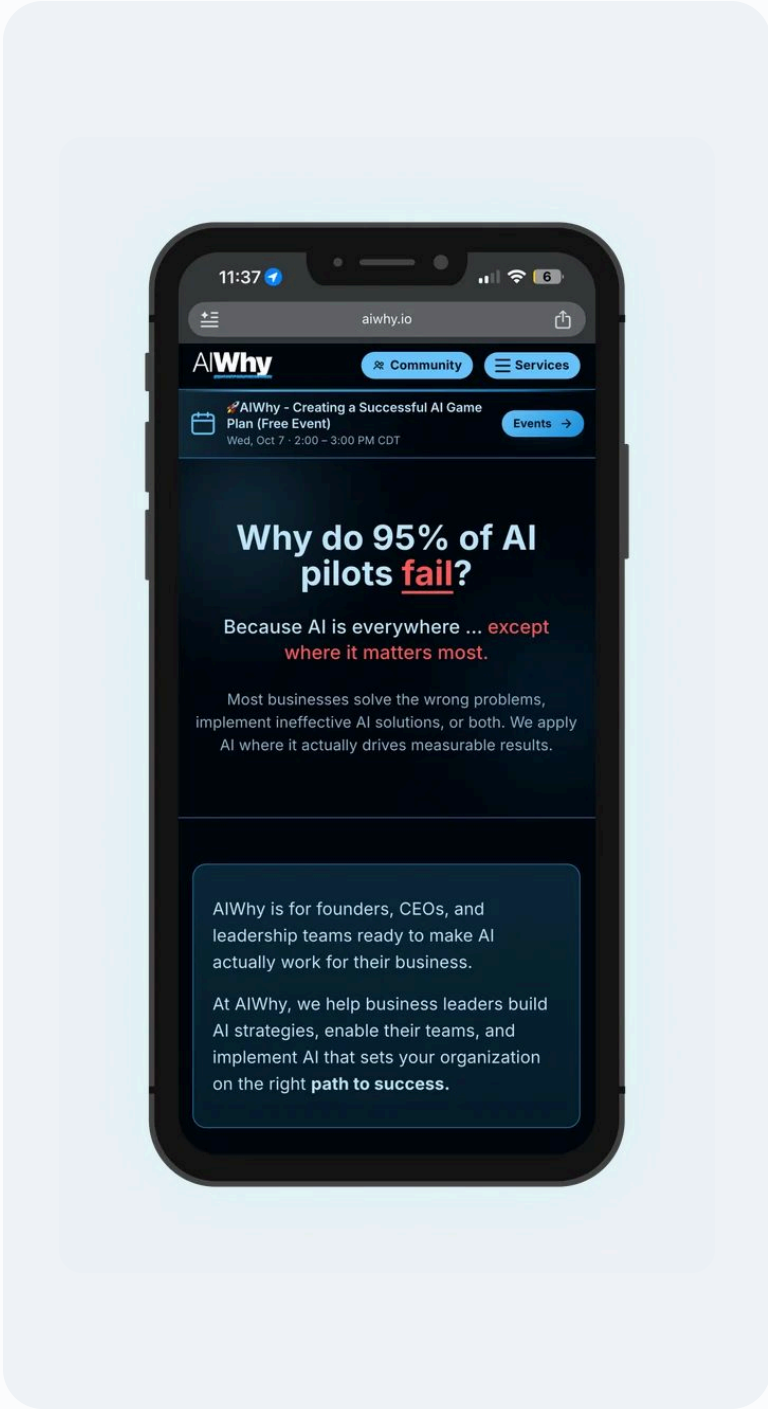


5% Success Bundle

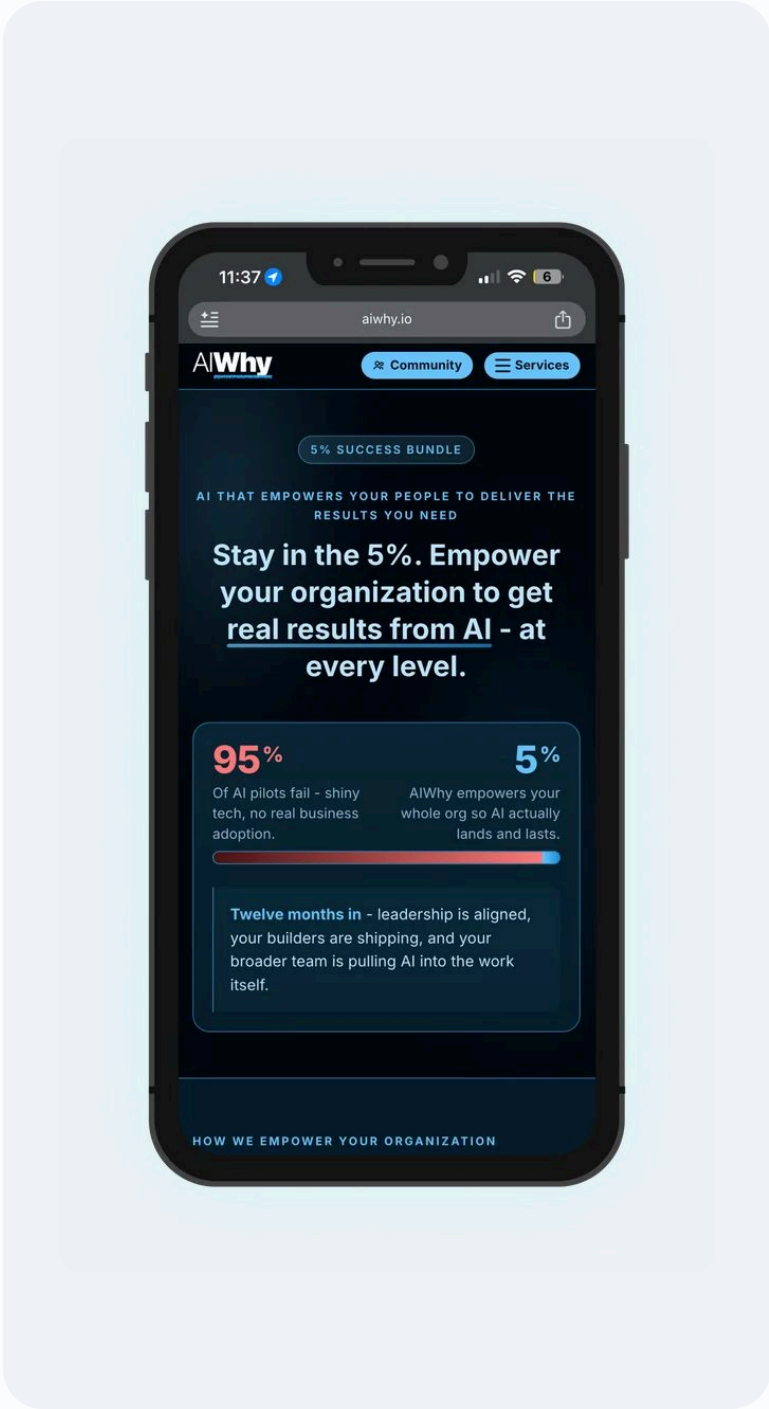


Task Agents & Digital Staff

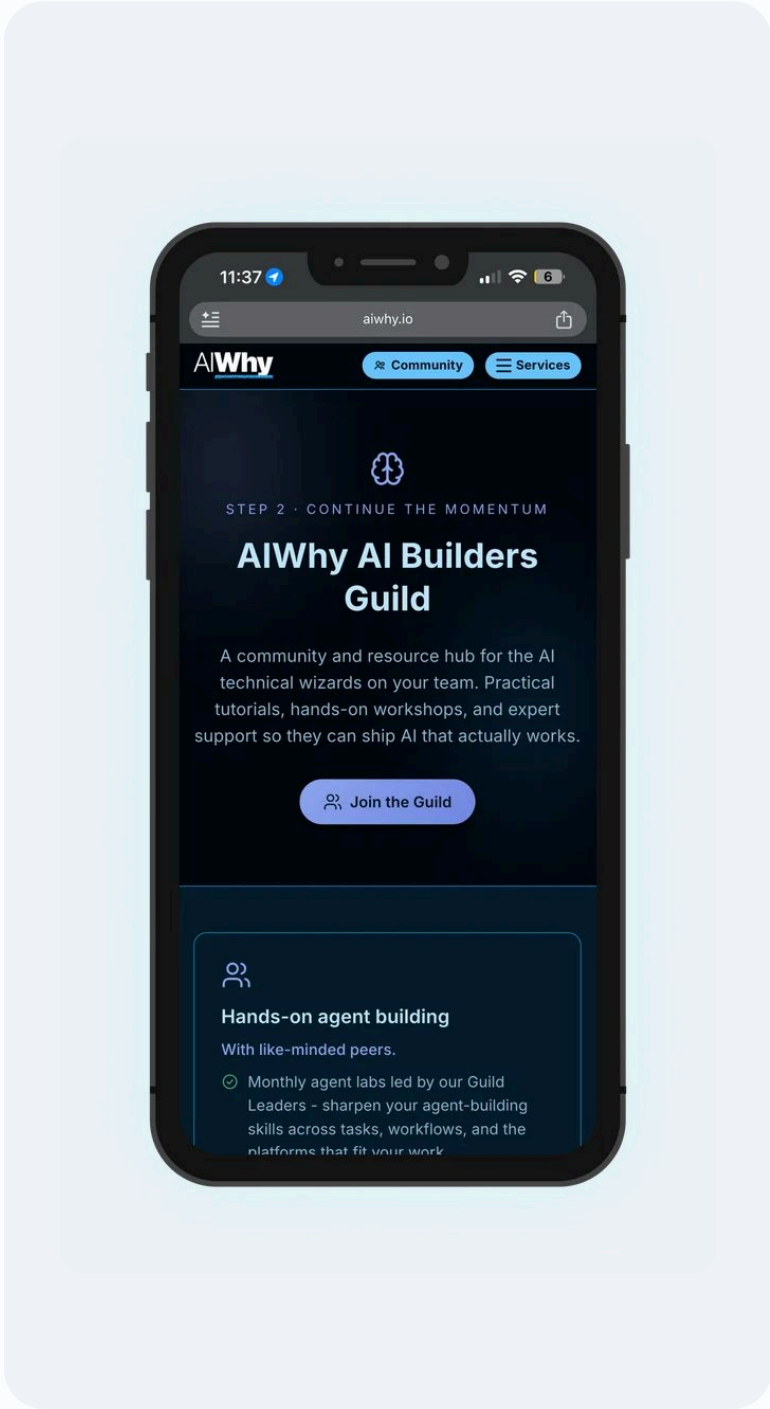
On mobile



Home



5% Success Bundle



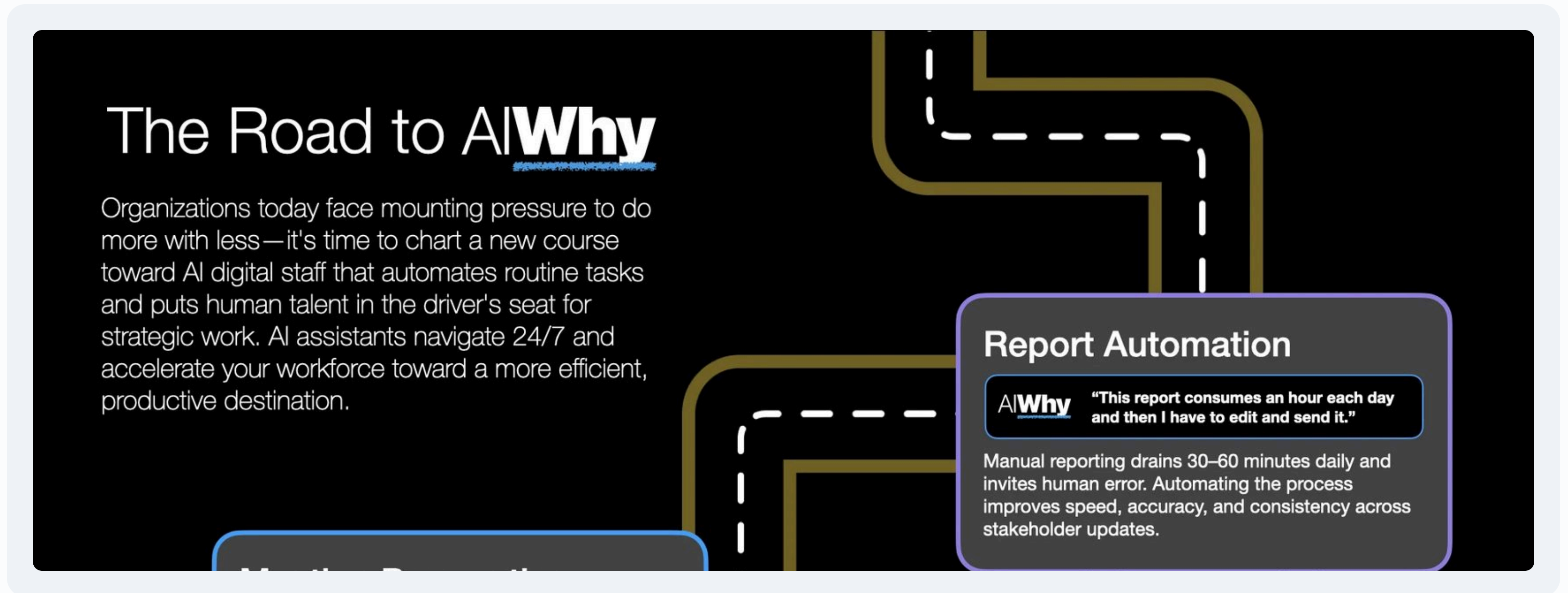
Builders Guild



Digital Staff

Beyond the website

"The Road to AIWhy" flyer turns a list of services into a journey, one client problem at each stop.



"The Road to AIWhy" flyer

Decisions that mattered

Rebuild quickly instead of patching

When a version didn't meet the bar, we moved on after about a week. The brand stayed the same across all three.

Design for AI readers, not just people

Plain HTML plus Markdown files give AI answer engines a clean version of each page.

One system for every touchpoint

Decks, PDFs, workshop pages, and proposals share colors, type, and layout patterns.

GET IN TOUCH

Let's build something people love to use.

blrwelch@gmail.com

bwelch.me

linkedin.com/in/blrwelch