

Kelly Brehm

Lead Product Designer | Product Architecture | Complex Operational Platforms

20+ Years Designing Complex SaaS Products Across Enterprise & Startup SaaS

brehm.kelly@gmail.com itsme.kellybrehm.com www.linkedin.com/in/kellybrehm

Core Expertise

- Product Architecture
- Operational Platform Design
- Workflow Architecture
- Complex Workflow Systems
- Multi-role Systems
- AI-Powered Products
- CRM & EHR Platforms
- Systems Thinking & Product Strategy
- Customer Discovery & Research
- 0→1 Product Development
- Healthcare & FinTech Platforms
- Enterprise SaaS + Startup Environments

Senior Product Designer / Cencora Aug 2024 - present

- Owned the end-to-end product experience across four enterprise internal tools—including customer service, sales, logistics, and a new customer portal—simplifying complex operational workflows from discovery through delivery.
- Improved customer service portal usability by **35%** by introducing multi-account workflows that enabled representatives to support five customers simultaneously.
- Led product design for core MVP features integrating a newly acquired logistics platform, creating intuitive experiences that balanced industry standards with innovation while maintaining consistency across Cencora applications.
- Led weekly product reviews with business and product partners, aligning evolving requirements, design direction, and priorities to drive informed product decisions.
- Partnered with business analysts and engineering after handoff, conducting design reviews, clarifying implementation details, and ensuring delivered experiences accurately reflected approved designs and the intended user experience.
- Established application-level design systems for enterprise internal tools, creating reusable components and interaction patterns that improved consistency while streamlining design and development.
- Leveraged AI throughout the design process to accelerate discovery, concept exploration, rapid prototyping, and insight synthesis, enabling faster iteration and more informed product decisions.

Fractional Lead Product Designer / Selected Clients & Projects Jan 2012 - present

- Led product design across startup and enterprise engagements, combining enterprise systems thinking with startup execution speed to transform complex ideas into scalable **product architecture** and user

experiences.

- Translated early-stage product ideas into scalable **product architecture**, workflow models, and engineering-ready user experiences.
- Defined the operational architecture for a custom enterprise EHR platform, translating complex healthcare operations into an intuitive multi-role system supporting configurable permissions, workflows, partner clinics, reporting, analytics, and administrative management.
- Led product design as the founding designer for a **0→1 marketplace** platform, transforming product vision into feature strategy, workflow architecture, and end-to-end user experiences from concept through launch.
- Defined the **product architecture** for a land management platform supporting \$35M in projected user sales, establishing the operational workflows, interactive map experiences, **AI-powered insights**, and decision-making framework that became the foundation of the platform.
- Leveraged Claude Code to rapidly prototype a complex operational CRM platform, reducing an estimated six-month design effort to under 12 weeks while delivering configurable CRM settings, property listing management, communications, scheduling, contracts, **AI-powered insights** and summaries, and interconnected operational workflows.

Senior Product Designer / Avodah Oct 2023 – Aug 2024

- Owned end-to-end product design across Avodah's healthcare and collaborative translation platforms, partnering with Product and Engineering to deliver two distinct enterprise SaaS products from discovery through delivery.
- Partnered with the Product Owner to shape the product strategy for a collaborative translation platform, designing connected administrator and contributor experiences supporting translation project oversight, human translation, AI-assisted review, collaboration, and final approval.
- Led discovery with billing coordinators and board members to understand clinical workflows, designing a billing code tracking experience that streamlined billing code capture during patient appointments, reducing provider documentation time and improving billing accuracy.
- Expanded two Figma design systems by creating reusable components, interaction patterns, behaviors, presets, and documentation, improving consistency and scalability across both products.

Senior Product Designer / Brightflow AI Jun 2021 – Sep 2023

- Founding product designer for a **0→1 FinTech AI** SaaS platform, partnering with Product to define product strategy, roadmap priorities, and product direction through rapid iteration and continuous customer feedback.
- Designed data-driven product experiences integrating KPI dashboards, forecasting, goal tracking, and business health scoring to help SMB customers understand business performance, track progress toward goals, and make informed business decisions.
- Created product archetypes that guided product strategy, feature prioritization, and customer experience decisions, providing a foundation for product direction across the platform.
- Led customer interviews, surveys, usability sessions, and exploratory research methods, translating customer insights into product strategy, roadmap priorities, feature definition, and product decisions, while establishing a continuous customer feedback program to support ongoing discovery.
- Partnered with Product to prioritize roadmap initiatives by balancing customer insights, business goals, and product value, using RICE scoring in Productboard to support prioritization decisions.
- Recommended and established a scalable design system using MUI as the foundation, introducing reusable components, interaction patterns, and documentation that improved delivery speed by approximately 40%.

User Experience Designer / Ameriprise Financial May 2018 – May 2021

- Designed advisor workflows for a large-scale enterprise financial platform, simplifying complex investment and client management experiences.
- Led discovery with financial advisors and business stakeholders to identify workflow inefficiencies and improve operational efficiency by approximately 30%.
- Defined information architecture and interaction patterns that streamlined advisor decision-making across internal tools.
- Contributed to the enterprise design system, creating reusable components and patterns that supported consistency across products.

User Experience Visual Designer / US Bank Jun 2013 – Aug 2015

- Defined the experience strategy and visual direction for U.S. Bank's new online banking platform, shaping customer experiences across core banking workflows.
- Created a comprehensive mortgage customer journey map that guided lending strategy and customer experience decisions, becoming a department-wide artifact used to identify pain points and opportunities across the end-to-end mortgage process.
- Designed A/B testing experiences to validate customer interactions, optimize key banking workflows, and support data-informed design decisions.
- Facilitated discovery workshops with mortgage specialists to simplify lending workflows and reduce friction throughout the mortgage application process.

Senior Creative Manager / Digital River Jul 2006 – Jun 2012

- Built and led the global marketing design organization, hiring, mentoring, and managing a cross-functional team of up to 12 internal and external designers and developers while providing creative direction across all digital design initiatives.
- Established operational workflows for project estimation, prioritization, resource planning, and delivery, improving team productivity by approximately 40%.
- Directed UX and visual design for global eCommerce shopping cart experiences, landing pages, email campaigns, and A/B testing initiatives, ensuring high-quality execution across multiple enterprise clients.
- Managed day-to-day design operations, balancing team workloads, reviewing deliverables, mentoring designers, and maintaining quality across concurrent projects.

Tools

Figma / Figjam / Make • Claude Code / Design • Miro • User Testing • Maze • Usability Hub • Google Analytics • Heap • Full Story • Productboard • Click Up • Notion • Material Design • Tailwind • Jira • Shortcut

Education

Multimedia Computer Graphics Minnesota School of Business

Certifications

UX Certification Nielsen Norman