

Janelle Collins

Product Designer

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SUMMARY

User Experience (UX) and Product Design professional with 3+ years of experience leading human-centered design initiatives, system redesigns, and IT enhancements for enterprise and financial services clients. Skilled in applying AI to automate workflows and enhance both user and designer efficiency—leveraging tools to analyze research interviews, refine requirements, and generate design artifacts. Adept at collaborating with cross-functional teams to translate user needs into scalable, data-informed, and intelligent digital solutions.

WORK EXPERIENCE

Lead Product Designer | Tetrad Tech

March 2025-September 2025

- Led UX research for a customer-facing mobile MVP by conducting user interviews, card sorting, and concept testing; documented user stories and personas that directly shaped feature prioritization and roadmap.
- Designed and tested onboarding flows including account opening, incorporating member feedback channels to improve the process. Enhanced the digital experience by providing visibility into verification steps and collecting user interests to personalize in-app suggestions.
- Developed and scaled a mobile component library with 30+ reusable component, improving visual consistency by 70% and accelerating delivery speed by 30%.
- Established a scalable information architecture to support users across multiple organizations, ensuring intuitive navigation and cross-org consistency.

Sr User Experience Designer | Ernst & Young- Government-backed Lender

June 2024-February 2025

- Led design in a multidisciplinary project to replace a legacy IT system, creating prototypes, testing solutions, and ensuring alignment with cross-functional priorities.
- Analyzed usage patterns across multiple user types to identify pain points in an enterprise platform and delivered design and workflow recommendations that reduced manual errors, accelerated deal creation, and improved data integrity.
- Created journey maps to visualize complex securitization processes, identifying pain points and aligning design solutions with program goals and objectives.
- Collaborated on testing and validating new features and enhancements to ensure solutions met member needs, aligned with program goals, and reduced defects before launch.

User Experience Designer (AI) | Ernst & Young- Digital & Emerging Technologies

August 2023-June 2024

- Partnered with engineers to design an AI-driven API canvas that streamlined the end-to-end API development process. The platform allowed users to input project data, generate APIs using conversational prompts, and directly edit OpenAPI specifications, improving efficiency and reducing manual coding errors.
- Prototyped an AI-assisted DDQ management platform during a client design sprint, illustrating how investor relations teams could improve transparency, automate response generation, and leverage AI to refine content and reference historical answers—helping EY secure the engagement.
- Partnered with internal stakeholders to design an AI-driven productivity assistant that transformed how EY's product teams planned and executed projects. The tool integrated user-uploaded data with generative AI to produce tailored project documentation, driving cross-team efficiency and alignment.
- Collaborated with PMs, engineers, developers, and other designers to research and present AI adoption opportunities for financial services clients (banks, credit unions, and lenders), shaping innovation roadmaps and senior-level decision-making.

User Experience Designer | Ernst & Young- International Commercial Bank

August 2022-August 2023

- Spearheaded the design of a Loan Digitization Tool to replace fragmented loan review processes, addressing issues of transparency and siloed communication. Reduced approval times by 20% and streamlining cross-team workflows.
- Delivered new features such as an Index & Checklist to outline remaining tasks, a progress stepper to show real-time loan status, and integrated comments to centralize communication—resulting in faster reviews and reduced errors.
- Partnered with vendors and developers to translate requirements into feasible digital experiences, incorporating technical constraints into designs to reduce rework by 30% and improve adoption across multiple departments.

- Built a scalable design system in collaboration with engineers, ensuring technical feasibility and reducing rework by 30%.

User Experience Designer | Ernst & Young- Government Mortgage Agency

June 2022-August 2022

- Designed wireframes and interactive prototypes for an internal policy review tool, integrating stakeholder feedback and usability testing to streamline compliance workflows, improve transparency and reduce tracking steps.
- Collaborated with developers to validate features and resolve usability issues before launch.

Freelance Web Designer | OriJanelle Designs

August 2011-June 2022

- Identified opportunities to enhance touchpoints and drive sales conversion.
- Assisted in the creation of the user interface for a website launch, while continually testing for optimal user experience and ease of use.
- Used various design software to create advertisements, social media campaigns, clothing, and infographics to deliver products that exceeded clients' expectations.

Mortgage Underwriter | Rocket Mortgage

July 2019-April 2022

- Proactively identified opportunities for improvement by analyzing loan files, researching guidelines, and underwriting findings, while clearly communicating the rationale behind each decision to partners.
- Collaborated directly with end users (mortgage loan officers) to understand application workflows and identify blockers preventing loan progress, contributing to smoother digital experiences.

Specialty Account Manager and Marketing Associate | First Uniform

September 2016-April 2017

- Collaborated with sales teams and vendors to produce print and digital marketing materials.
- Built and maintained long-term client relationships by managing custom orders and resolving issues proactively.

Inside Sales Representative | Red Ventures

March 2016-September 2016

- Communicated product offerings and promotions to effectively place customer orders.
- Provided accurate product information and tailored service recommendations for business partners.
- Applied performance feedback to increase conversion rates month over month.

EDUCATION

University of North Carolina at Charlotte | Bachelor of Science in Business Administration-Marketing

August 2011-May 2015

CERTIFICATIONS

Certified Scrum Product Owner (CSPO) | Scrum Alliance

August 2025

UX/UI Certificate | Georgia Institute of Technology

December 2020-June 2021

SKILLS

UX Research & Design: Human-Centered Design, Journey Mapping, Personas, Usability Testing, Prototyping, Information Architecture, Qualitative & Quantitative Research, Design Thinking, Card Sorting, Wireframes, Design Principles, Visual Design, Design Systems, Digital Transformation, Accessibility, Data Visualization, AI Workflow Automation, Generative AI Ideation & Prototyping, CSS, HTML

Tools: Figma, FigJam, Figma Make, Miro, Adobe Creative Suite, JIRA, Microsoft Word, PowerPoint, Google Suite, ChatGPT, Google, Gemini, Claude, Lovable, Atlassian, Confluence

Soft Skills: Cross-Functional Collaboration, Problem-Solving, Agile Methodologies, Strategic Communication, Stakeholder Management