

# Chelsea Badiola

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## UX Design Lead

Amex Global Business Travel (Egencia) | Bellevue, WA

June 2022 - Present

### Senior UX Designer, Data

- Leading design of the data product suite, customer-facing tools for data analysts, from discovery to feature launch and iteration.
- Collaborating cross-functionally with teams in Europe, India, and North America.
- Leading a major discovery initiative by organizing and leading 10+ qualitative user interviews with major accounts and creating a service blueprint.
- Initiated the creation of Egencia design principles by facilitating 3 design workshops, gathering input from stakeholders, and creating org-wide documentation.
- Managed 1 UX design intern based in Paris, and recruiting 1 intern for Summer 2024.

U.S. Digital Response | Remote

June 2020 - June 2023

### Service Designer

- Design & research to improve government services on cross-functional volunteer teams in 10-week sprints.
- Provided research-driven recommendations for the [City of Seattle](#) and the [City of New York](#) on how they might design better experiences for their small business owners and residents of affordable housing.

Ad Hoc LLC | Remote

Jan 2021 - June 2022

### Senior UX Designer, HealthCare.gov

- Led design strategy of the shopping experience on [HealthCare.gov](#) in close collaboration with director-level stakeholders (i.e., policy, content, research).
- Collaboratively outlined the 6-12 month shopping roadmap by synthesizing insights from user research and discovery, and working with product, policy, and engineering.
- Contributed to an [increase of 20% more consumers](#) (3.1 million people in total) signing up for Marketplace coverage during the 2022 Open Enrollment Period (OEP) as compared to 2021 OEP by improving usability & accessibility of key shopping features.

Civis Analytics | Chicago, IL

June 2018 - Jan 2021

### Senior Product Designer

- Designed and helped launch 3 new products for marketing users and data analysts.
- Led discovery for a new business opportunity by conducting 10 generative user interviews and creating a visionary prototype.
- Presented research findings and data-driven recommendations to the C-suite and designed materials for investor pitches which contributed to the company's round of [Series B funding in 2021](#).
- Promotion to Senior Product Designer in July 2020.

NowPow | Chicago, IL

Aug 2017 - June 2018

### New Product Development Associate

- Managed a 5-person engineering team in an agile environment by managing a Jira backlog, writing acceptance criteria, performing QA testing and owner review.
- Conducted ethnographic interviews at community clinics and hospitals.
- Created design wireframes and mockups for concept and usability testing, and built prototypes and wrote design specs for implementation.
- Worked closely with Director of Product to create the product roadmap based on input from client success, engineering, analytics, and implementation teams.
- [Acquired by Unite Us in 2021](#).

## Education

Experience Institute,  
*Design Fellow*

Illinois Tech,  
*B.S. Psychology*

## Community

Ascension St. Mary,  
*Emergency Room Volunteer*

Chicago Public Schools,  
*Volunteer Tutor*

## UX Skills

Product strategy and vision

Enterprise design systems

Prototyping and usability testing

Wireframing and concept testing

User research

Workshop facilitation

Stakeholder management

Service design

Systems thinking

Cross-functional and cross-cultural collaboration

## Tools

Figma

Sketch

Miro

Atlassian

Adobe Creative Suite

Adobe Analytics

Tableau

Maze