

Holly Cwierz

User experience designer | Product designer

Work experience

Kestra Financial - Director of Product Design

September 2021 - present

- Led a team of 10 designers through a total application redesign and rebuild
- Created a new and modern digital account opening solution that reduced redundant paperwork by 40% and optimized data entry which led to the majority of accounts being able to be opened in 24 hours or less
- Supervised the creation of a new modern design system with over 40 pages of usage documentation
- Managed design needs across 4+ product owners and scrum teams
- Established a foundation for UX research within the organization to analyze user sentiment
- Facilitated a recurring feedback forum with external users every 3 weeks for over 2 years
- Founding member of the organization's AI Committee dedicated to setting policy regarding the use of AI tools for internal and external users

Kestra Financial - UX Designer

July 2014 - September 2021

- Designed applications using responsive and user-centered design practices for cross-platform experiences
- Constructed and managed over 680 prototypes, wireframes, and mock-ups over the course 7 years
- Collaborated with diverse business stakeholders to solve complicated problems while also staying compliant with financial industry regulations
- Enforced user experience design standards across a distributed enterprise with specific audiences
- Led design of an Enhanced Onboarding solution for new financial professionals and the assistants
- Led design of a Retirement Plan Establishment tool that allows financial professionals to more easily set up retirement plans

Certain Affinity - UX Designer

September 2013 - December 2013

- Updated wireframes for a mobile strategy game to keep up with daily game design adjustments
- Produced and maintained master UX flowcharts which documented the entire game flow for the game team to review
- Collaborated with the QA team to test game usability and document issues
- Proposed creative solutions to usability problems to improve the game experience for players

Rooster Teeth Productions - PHP Developer

February 2013 - June 2013

- Facilitated site-wide layout restructure from table-based design to modern CSS-based design
- Created new site features to link citation lists to podcast episode descriptions
- Coordinated with the marketing team to update website graphics to celebrate the company's 10th anniversary

Baker Hughes, Inc. - Web Designer

June 2009 - January 2013

- Managed content for the internal employee website with a distributed global audience
- Applied taxonomic metadata to content to improve Search Engine Optimization (SEO)
- Facilitated large-scale projects like page redesigns and content moves to SharePoint

Contact

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Qualifications

- 15 years of relevant work experience in Web & UX Design
- 23 years of practical web design experience
- Team lead who cultivates creative collaboration both within and across teams
- Well-versed responsive cross-platform design
- Background in Human Centered Design & Psychology
- Experienced in designing prototypes & wireframes

Technical Skills

- Human-Centered Design
- UX research
- Persona mapping
- Design communication
- Storyboarding
- Figma
- Axure
- HTML
- CSS

Education

Certification, Machine Learning Foundations for Product Managers

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Duke University

BFA, Web Design & Interactive Media

Graduated June 2012

The Art Institute of Houston