

Jonelle Boyd

PRODUCT DESIGNER (UX/UI)

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Product Designer with 10+ years of experience crafting digital experiences across SaaS, eCommerce, biotech, and enterprise environments. I specialize in scalable, user-centered interfaces for complex systems like cloud platforms, enterprise tools, and internal apps. I balance usability with business goals—whether leading features end-to-end, building design systems, or collaborating closely with engineers. I thrive in curious, collaborative teams focused on clarity and continuous improvement.

EXPERIENCE

Sr. UX Designer  Pulumi | Open-source B2B+B2C infrustructure as code platform  Mar 2022 - Apr 2025



- Led end-to-end UX design for Pulumi Cloud, a SaaS control plane that helps developers and enterprises manage cloud infrastructure using code.
- Co-created Pulumi’s first multi-platform design system in Figma; documented tokens, components, and accessibility standards.
- Conducted user research and usability testing to improve onboarding, dashboard UX, and feature adoption using Metabase data.

Highlighted Projects:

- Pulumi Copilot: Designed conversational AI chat UI and branding; contributed to a scalable, intuitive interface for cloud workflows.
- Dashboard Redesign: Created a modular onboarding experience that adapts to user types and streamlines navigation.
- "We Are Pulumi" About page: Led responsive redesign to support brand storytelling and leadership visibility.

Summary or impact about the role/company:

Enhanced usability, visual consistency, and scalability across Pulumi Cloud, contributing a 25% increase in feature adoption and a 30% reduction in onboarding time, while supporting both new users and experienced developers in a fast-moving B2B product environment.

Sr. UX/UI Designer  Thermo Fisher | Global biotech and eCommerce  Nov 2020 - Feb 2022

- Lead designer for global search on Thermo Fisher's eCommerce platform, improving search functionality and product discovery:
 - Conducted usability testing and collaborated with data analysts to reduce zero-result searches and increase task success.
 - Refined advanced filtering and taxonomy structures to support complex scientific queries and improve findability.
 - Introduced UX best practices from Baymard Institute to optimize search layout, filters, and result page interactions.
 - Partnered with PMs and developers on A/B testing strategies that led to measurable improvements in conversion rates.
- Served as lead designer for several scientific instrument applications, including Attune NxT, a flow cytometry system used in advanced cell analysis.
 - Delivered wireframes and prototypes that informed engineering for touchscreen and desktop experiences.
- Active member of the Komodo design system team, helping maintain consistency and scalability across scientific software:
 - Designed and documented UI components in Sketch for cross-product reuse.
 - Created guidance docs for usage, edge cases, and implementation specs.

Summary or impact about the role/company:

Combined eCommerce and scientific software design, resulting in a 20% improvement in product discovery, a 15% increase in task success for complex queries, and strengthened system-wide design consistency across Thermo Fisher’s digital ecosystem.

Sr. UX Designer  Charter Communications | Telecommunications  Jul 2019 - Nov 2020

- Lead UX designer for agent support for Spectrum Mobile (Charter Communications’ wireless service) focusing on their internal support tool, Gateway, a critical interface used daily by thousands of call centers across the U.S.
- Conducted in-person UX research at call centers to observe agent workflows firsthand, identify friction points, and uncover opportunities for increased efficiency.
- Developed detailed user personas based on research findings to guide design decisions and ensure alignment with real-world user needs.
- Led and synthesized multiple rounds of usability testing to validate design concepts, iterate prototypes, and reduce time-to-resolution for common support tasks.
- Partnered closely with engineering and product managers to deliver scalable, production-ready UX improvements within agile sprints.

Summary or impact about the role/company:

Focused on improving the user experience of Gateway, Spectrum Mobile’s agent support tool, leading to a 25% reduction in time-to-resolution for common support tasks. Conducted research, developed personas, and validated

EXPERIENCE CONTINUED...

designs while partnering with cross-functional teams to deliver scalable UX improvements and initiate a cross-platform design system in Figma.

Sr. UX/UI Designer

 Equifax | Workforce Solutions Division*

 Mar 2015 - Jul 2019

- Designed and optimized components and page templates for Equifax.com, collaborating closely with content, marketing, and technical stakeholders to ensure usability, accessibility, and brand alignment.
- Partnered closely with engineering and front-end development teams to ensure smooth implementation of designs across devices and browsers. Conducted contextual interviews and observational research with laboratory scientists to understand daily workflows, pain points, and data tracking needs within research environments.
- Conducted usability testing via UserTesting.com to validate design concepts, improve task flows, and ensure user confidence in navigating complex financial content.
- Facilitated usability workshops with product teams and engineers at key stages of product development to gather feedback, align on user needs, and identify friction points in existing experiences. These sessions often informed design direction and helped drive iterative improvements across internal tools and customer-facing platforms.
- Collaborated with the internal Liferay content management team to develop reusable components and templates within the Liferay CMS platform.
 - Completed specialized training in content management and earned a Certification of Completion: Content Management by Liferay in 2018.

**Equifax Workforce Solutions is a B2B platform that provides employment and income verification services to businesses, government agencies, and HR departments.*

Summary or impact about the role/company:
Improved the UX of Equifax.com and internal tools by designing accessible, reusable components in Liferay CMS. Led usability testing and workshops with product teams contributing to an increase in task success rates and more consistent UI patterns across platforms.

UX Designer

 Sigma-Aldrich/Millipore Sigma | B2B Life sciences & chemicals

 Jun 2014 - Dec 2014

- Conducted contextual interviews and observational research with laboratory scientists to understand daily workflows, pain points, and data tracking needs within research environments.
- Translated research insights into wireframes, task flows, and interactive prototypes that supported the design of lab informatics tools aimed at improving experiment tracking, data input efficiency, and lab productivity.
- Collaborated with product managers and developers to iterate on UI components and ensure technical feasibility across platforms used in lab settings.

Summary or impact about the role/company:
Designed lab informatics tools based on user research with scientists. Turned insights into prototypes and collaborated with product and engineering teams to ensure usability and technical feasibility.

Jr. UI/UX & Web Designer

 Elsevier | Academic Publishing & eLearning

 Dec 2007 - Jan 2014

- Progressively advanced from a marketing-focused web design role into a dedicated UX position within the Evolve eLearning platform team, supporting Elsevier’s B2B and B2C education offerings for nursing and health sciences students and institutions.
- Designed and iterated on interactive learning tools, assessments, and dashboards to enhance student engagement and instructor insight within the Evolve LMS.
- Collaborated with cross-functional teams, including product managers, developers, and instructional designers, to ensure designs aligned with learning goals and accessibility standards.
- Supported front-end development efforts with hands-on HTML, CSS, and JavaScript, bridging design and engineering for faster delivery and tighter UI accuracy.

Summary or impact about the role/company:
Designed lab informatics tools based on user research with scientists, resulting in more intuitive workflows and improved data input efficiency. Turned insights into prototypes and partnered with engineering teams to ensure usability and technical feasibility.

SKILLS

UX/UI Design




User Strategy & Research, Design Thinking, Wireframing & Prototypes, Mockups/UI Design, Design System Creation & Maintenance, Accessibility, Usability Testing, SaaS/B2B/B2C Environments, eCommerce, Agile Practices, Cross-Functional Collaboration, Design Mentorship, Enterprise UX, Interaction Design, Information Architecture, Responsive & Scalable UI/UX, Personas, Presentation Skills, User Flows, Competitive Analysis

Tools & Tech

Figma, Sketch, Miro, Balsamiq, Adobe Creative Suite, Metabase, Dovetail, WordPress, JIRA/Confluence, GitHub, Usertesting.com, Trello, HTML/CSS, Wordpress,

EDUCATION

Webster University

-  Bachelor of Arts in Graphic Design  2005
-  Minor in Website Development

St. Louis Community College

-  Associate of Arts in Graphic Design  2002