Angela Welchel

User Experience Design Leader

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Portfolio: www.count2Q.com

PROFESSIONAL SUMMARY

Senior UX design leader with 15+ years of experience driving thoughtful, measurable, and engaging solutions across consumer, enterprise, and streaming entertainment. Bringing clarity to complex problems through strong design thinking, and crafting experiences where design, data, and storytelling come together to create real impact.

KEY ACCOMPLISHMENTS

- Drove six cross-product retention initiatives that resulted in +1.06M membership saves in 2025.
- Enabled enterprise-scale fraud prevention through new detection features, blocking $140M+ in non-compliant spend within three months and doubling customer growth (+106%).
- Built and scaled a high-performing design organization, growing the team by 250% in six months while establishing durable processes and best practices.

SKILLS

Figma	Design strategy & advocacy	Customer lifecycle design
Adobe Creative Suite	User research (Qual. & quant.)	Retention & engagement strategy
Prototyping (Framer/ProtoPie)	AI & Machine-learning	Mentorship & coaching
AfterEffects	Visual & interaction design	Employee engagement
Premiere	Design systems	Remote team management
Jira	Analytics & metrics	Scalability & efficiency improvements
Asana	HTML, CSS & scripting	Agile collaboration

WORK EXPERIENCE

Senior UX Designer
Amazon Prime Video
Streaming entertainment
05/2024 – current

Led product design for subscription customer experiences and retention initiatives, helping shape how 200+ million monthly viewers around the world discover, subscribe, and stay engaged with Prime Video.

- Drove strategic initiatives in commerce and international growth for Prime memberships and channel subscriptions.
- Executed high-impact, revenue-generating programs through close collaboration with business, legal, and executive partners.
- Launched six cross-product retention features that directly impacted Prime membership saves by +1.06 million in 2025.

Director of User Experience
Coupa Software
Spend analysis
06/2018 – 04/2024

Led UX strategy for an integrated suite of AI-powered Fintech SaaS products focused on procurement, suppliers, AI fraud prevention, payments and analytics.

- Launched fraud detection tools that prevented over $140M in non-compliant spend in the first 3 months, and increased customer base by 106%.
- Improved supplier onboarding leading to a 500% increase in successful completion and business-readiness.
- Scaled and mentored a global design team and championed initiatives that modernized enterprise UX across the platform.

Senior UI/UX Designer
AppBuddy
Integrated data
04/2017 – 06/2018

Lead designer collaborating directly with CEO and CPO to reimagine customized tools for integrated Salesforce apps.

- Orchestrated intuitive workflows for interacting with dynamic data streams and analytics across web and mobile.
- Optimized cloud-based CRM business processes and improved scalability and efficiency across multiple enterprise use cases.

Director of User Experience
Imprivata
Secure communications
08/2016 – 01/2017

Managed a small team of designers and researchers, and led UX and design strategy for secure healthcare communication solutions.

- Drove end-to-end security and communication features between medical providers, patients, and hospital administrators.
- Launched unified workflow features and increased compliance, security, and satisfaction for medical providers across mobile, web, & native desktop apps.

Senior UI/UX Designer
Emmi Solutions / Wolters Kluwer
Patient engagement
06/2011 – 08/2016

Lead designer working directly with Head of Design and collaborating with product and engineering leads to launch a suite of apps and content for health education and communication.

- Designed, tested, and delivered engaging experiences for interactive health education and communication, for both patients and providers, on web, mobile, voice, SMS & print.
- Initiated and implemented a comprehensive design system and components across all platforms.
- Scaled up design team by 250% over 6 months and implemented durable best practices and processes.

Senior Design Director
FirstLook / Incisent Technologies
Data analytics
01/2006 – 06/2011

Creative lead for a small startup, working directly with CEO and CPO.

- Established a suite of web-based and mobile applications for executives and business managers, with an emphasis on data visualization.
- Executed multi-modal marketing campaigns including web, email, trade shows, and retail environment design.

Interactive Art Director
Hult Marketing
Advertising agency

Designer leading a large range of design and production projects for a mid-size advertising agency, including web design and development, motion graphics, animation and broadcast video.

EDUCATION

- **Bradley University**
  Bachelor of Science (BS), *Graphic Design & Communication*

- **Southern Illinois University**
  Associate in Applied Science (AAS), *two-year intensive design program*

RECOGNITION/AWARDS

- **US Patents**
  Coupa Software: Procurable Insights and Payments Repository

- **ClearMark, Multimedia Design Award**
  Emmi Solutions: EmmiTransitions series

- **Mature Market Resource Center, New Product & Technology Award**
  Emmi Solutions: Interactive Patient Engagement