Angela Welchel

User Experience Design Leader

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Hello! I'm interested in using my 15+ years of UX experience to create thoughtful and engaging design solutions to complex problems—with measurable results.

I enjoy working in a fast-paced collaborative environment, leading design teams to great things, and making the process efficient, repeatable, and sometimes even fun.

WORK EXPERIENCE

Director, User Experience
Coupa Software
Spend analysis
2018–present

Delivering modern, consumerized enterprise experiences driven by community-sourced data insights and AI. Solving complex business challenges across an integrated suite of Fintech SaaS products focused on procurement, suppliers, AI fraud prevention, payments and analytics.

- Design strategy & process
- Enterprise & B2B experience design
- Mentoring & team leadership
- AI & data analytics

Senior UI/UX Designer
AppBuddy
Integrated data
2017–2018

Creating intuitive workflows and interfaces for interacting with dynamic, integrated data streams. Cloud-based CRM and business process optimization.

- Enterprise web & mobile experiences
- Integrated Salesforce apps
- Workflow management
- Prototypes & user testing

Director, User Experience
Imprivata
Secure communications
2016–2017

Leading user experience for secure healthcare communication solutions, making complex workflows efficient and elegant.

- Mobile, web, & native desktop apps
- Unified, cross-product solutions
- User research
- Team & project management

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

Designing successful, engaging experiences for delivering interactive healthcare communication across multiple platforms.

- Web, mobile, voice, SMS & print
- Consumer & enterprise apps
- Visual & interaction design
- Design component systems
- User research
- Agile project management

Senior Design Director
Incisent Technologies
Data-driven analytics
2006–2011

Creative lead for a suite of web-based and mobile applications for executives and front-line managers. Solutions focused on search, data comparisons and visualizations to drive business decisions.

- Web & mobile apps
- Enterprise & B2B
- Data visualization
- Usability & A/B testing
- Marketing & advertising campaigns
- Retail environment design

**Interactive Art Director/
Graphic Designer**
Hult Marketing
Advertising agency
1996–2006

Design and production for web, motion graphics, animation and broadcast video. Brand identity and print for national and international clients: magazine, newspaper, outdoor, trade show, packaging and direct mail.

- Web, interaction & UI design
- Consumer, eCommerce, B2B
- Motion graphics & animation
- Branding, identity & style guides
- Photography & retouching
- Prepress & retail production

Creative Director
Count2Q
Creative consulting
2006–2016

Freelance design direction. Project and campaign management, user interface and interaction design, and web/app development.

- Marketing & advertising campaigns
- Interaction & user interface design
- Website design & development
- User research

EDUCATION

Bachelor of Science, Graphic Design & Communication
Bradley University

Associate in Applied Science, two-year intensive design program
Southern Illinois University

RECOGNITION

US Patents
Coupa Software: *Procurable Insights*
Coupa Software: *Payments Repository (pending)*

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

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

Ivory Award, Impact Award, Apollo 13 Award
FirstLook: *Incisent Technologies*

TOOLKIT & SKILLSET

Design Process
Figma
Sketch
InVision
Miro
Adobe Creative Suite
AfterEffects / FinalCut / Premiere
Google Suite
Jira / Confluence
Microsoft Office
Asana

Trade Skills
Design strategy & advocacy
End-to-end experience design
Visual & component design
User research & usability testing
AI & Machine-learning
Analytics & metrics
HTML, CSS & scripting

Leadership & Productivity
Mentoring & team leadership
Employee engagement
Remote/distributed team management
Project management
Process improvement (scalability & efficiency)
Agile collaboration