

KELECHI OGBUAKU

UX Designer | Enterprise UX | Complex Decision Systems

Houston, TX | [Email](#) | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

UX Designer with 5 years of experience designing complex, high-stakes digital experiences that help people make confident decisions. My work spans insurance, enterprise platforms, and regulated digital products where trust, transparency, and usability directly influence customer behavior and business performance.

At American Family Insurance, I've designed experiences spanning quoting, policy purchase, and servicing by partnering with product managers, engineers, researchers, content strategists, and legal stakeholders. My work simplifies complex workflows without sacrificing business objectives or regulatory requirements, combining research, systems thinking, and product strategy to reduce cognitive load, build user confidence, and deliver measurable outcomes.

SKILLS

Product Design: Enterprise Product Design, Complex Workflow Design, Decision Architecture, Interaction Design, Information Architecture, Design Systems, Accessibility (WCAG)

Research & Validation: Moderated and unmoderated usability testing, journey mapping, heuristic evaluation, affinity mapping, stakeholder interviews, concept validation, synthesis

Collaboration: Cross-functional leadership, product discovery, workshop facilitation, agile product development, design critique, stakeholder alignment

Tools: AI-assisted design workflows, Figma, FigJam, Miro, Adobe Creative Cloud

EXPERIENCE

American Family Insurance

UX Designer 2024 – Present

Designed enterprise insurance experiences supporting complex customer decisions across quoting, policy purchase, and policy servicing within a highly regulated product ecosystem.

Quote Customization Experience

Redesigned the core quote customization experience after research identified confusion caused by comparison-heavy coverage selection. Reframed the experience into a guided customization flow that simplified decision-making while maintaining pricing transparency.

- Achieved 100% task success during usability testing
- Increased perceived clarity to 6.2–6.4 out of 7 in usability scoring
- Balanced customer understanding with business and regulatory requirements

Agent Awareness Experience

Designed an embedded agent-awareness experience that surfaced trusted advisor relationships earlier in the purchase journey, strengthening customer confidence without introducing additional pages or engineering complexity.

Driver History Experience

Redesigned a backend validation workflow into a transparent customer-facing experience that clarified required disclosures while supporting compliance and reducing uncertainty during purchase.

Cross-Functional Product Leadership

Partnered closely with Product Management, Engineering, UX Research, Legal, Analytics, and Content Strategy throughout discovery, concept development, validation, and production planning.

Recognition

Contributed to digital experiences supporting American Family Insurance's recognition in the 2025 J.D. Power U.S. Insurance Digital Experience Study.

Associate UX Designer

2021 – 2024

Designed customer-facing experiences across insurance purchase and servicing journeys while growing into ownership of increasingly complex product initiatives.

- Conducted usability studies, heuristic evaluations, and journey mapping to identify friction across digital insurance experiences
- Facilitated design discussions and collaborated with cross-functional partners to translate research into product direction
- Contributed to navigation, information architecture, and customer experience improvements across web and mobile experiences
- Helped strengthen design quality through documentation and knowledge-sharing initiatives across the UX organization

UX Design Intern

2020

Supported research and design system initiatives while contributing to customer-facing insurance experiences within agile product teams.

EDUCATION & CERTIFICATIONS

Savannah College of Art and Design

Bachelor of Fine Arts — User Experience Design

Bachelor of Arts — Marketing for Mobile & Interactive Environments

Design Patterns for AI Products — Maven, 2026

Design Thinking & Insights for Innovation — IDEO U