

Chelsey Cullen *Service Design & UX Strategy*

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Summary

Service design and UX professional with 15+ years across healthcare, logistics, digital commerce, and agency environments. I connect research and visual design with the workflows, systems, and operational responsibilities behind an experience. My background includes product leadership on healthcare platforms supporting 1.4 million registered accounts and approximately 500,000 active users, along with enterprise freight workflows and founder-led service development.

Core Capabilities

Service design | UX research | Experience strategy | Visual design | Design systems | Accessibility and inclusive design | Workflow and systems design | AI-driven workflows | Product and operational alignment

Selected Impact

- Closed preventive care gaps for 4,500 patients through healthcare product initiatives I led at Baylor Scott & White Health.
- 30% of users credited the integrated appointment view in First Contact Navigation with their next step into care.
- Reduced product delivery timelines by approximately 25% at BSW through clearer planning, governance, and cross-team coordination.
- More than doubled Product and Engineering cycle completion at Aircon, from approximately 20–25% to 55–65%, by improving scope, readiness, prioritization, and execution.

Professional Experience

My Era | Founder | 2026-Present

- Developing an action-oriented coaching service for women navigating changes in identity, priorities, and life roles; connecting offer structure, introductory calls, sessions, and follow-through.
- Own service positioning, website language, offer design, and delivery approach. Designing individual sessions and a 12-week experience around practical decisions and changes clients can try in everyday life.

Aircon | Product Strategy and Operations Lead | 2024-August 2026

- Defined freight quoting and booking workflows for a platform serving 30+ enterprise customers, connecting service eligibility, routing, pricing, and operational review.
- Developed pricing-control and decision-governance requirements covering configuration, ownership, defaults, overrides, and escalation; translated operational judgment into explicit product behavior.
- Clarified quoting versus booking capabilities and human-review boundaries in AI-driven workflows, aligning product requirements with Engineering and Operations.
- More than doubled Product and Engineering cycle completion from approximately 20-25% to 55-65% through clearer scope, readiness, prioritization, and execution; coordinated eight customer launches.

Baylor Scott & White Health via Bottle Rocket Studios | Senior Product Lead in Digital Health | 2022-2024

- Led digital-health product work supporting 1.4 million registered patient accounts and approximately 500,000 active users, connecting patient needs with care access and service delivery.
- Led research-informed initiatives including First Contact Navigation and the In-Home Vaccine Program, and spearheaded an accessibility research program.

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- Led product initiatives that closed preventive care gaps for 4,500 patients. In First Contact Navigation, 30% of users credited the integrated appointment view with their next step into care.
- Coordinated 70+ contributors across design, research, clinical, operations, engineering, and leadership; reduced delivery timelines by approximately 25% through planning and dependency management.

900lbs of Creative | Senior Digital Project Manager / Senior Product Manager | 2021-2022

- Led agency digital and interactive projects, coordinating clients, designers, engineers, producers, 3D artists, and vendors from planning through launch.
- Led customer research and competitive analysis to inform product direction; improved delivery efficiency by approximately 20% through clearer approvals, project standards, and handoffs.

Lifeforce | Digital Experience Producer / Project Manager | 2018-2021

- Delivered 14 website, application, ecommerce, and digital engagements in 18 months with approximately \$1 million in line-of-business responsibility.
- Led a 30-person team across design, development, research, marketing, and content; coordinated discovery, scope, feedback, budgets, and launch planning.
- Championed accessibility and inclusive design across client engagements and cross-functional delivery.

Balfour & Co. | Product Manager B2B & B2C, Ecommerce UX Manager | 2017-2018

- Partnered with Marketing, Creative, Product, and Technology on ecommerce strategy and UX, connecting business priorities with the buying experience.
- Contributed to approximately 20% growth in online sales, 32% growth in mobile traffic, and 15% improvement in marketing ROI.

Independent Consulting | Web Designer Developer and Digital Strategist | 2010-2017

- Designed, built, and launched websites for small-business and nonprofit clients, managing discovery, content, visual design, development, launch, and optimization.
- Provided UX, front-end development, and accessibility support across client projects.

Tools and Practice

Figma | Miro | Jira | Confluence | ClickUp | WordPress and CMS | Google Workspace | Microsoft 365 | Agile and Scrum | UAT | WCAG accessibility

Education

Bachelor of Arts in Communication | MacMurray College