Calvin Nellis
Lead UX/UI Designer

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LinkedIn

About

Multidisciplinary designer with over 10 years of expertise in crafting innovative digital experiences, including 3 years in leadership roles. Currently working as Lead UX Designer mentoring a small team on Amazon Prime Video's financial reporting and analytics experience.

Awards: T-Mobile Innovative Experience, NIH Data Design, Best in Public Afaris

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Experience

Lead UX/UI Designer — Amazon — May 2020–Present

- Launched Prime Video Slate, reducing partner onboarding by 42% and boosting content discoverability by 34% additionally supporting Prime Video's $30B+ revenue.
- Led the end-to-end digital experience for Amazon Explore, achieving a 4.8/5 CSAT, increasing GV2B conversion by +30bps, and expanding selection by 39% QoQ.
- Developed strategies and collaborated with cross-functional teams to deliver accessible, human-centric mobile first solutions.
- Mentor and guide the growth of fellow UX designers.

Senior UX Consultant — Booz Allen Hamilton — Jul. 2016–May2020

- Led the end-to-end experience of NIH's Placental Atlas Tool(PAT) and the redesign of the Data and Specimen Hub (DASH) SaaS platforms.
- Organized user research and usability testing to redesign the study uploading flow, increasing study submission rates by 38.4%.
- Spearheaded the transition to a comprehensive design system, reducing bugs by 46.2% and maintenance costs by 56.6%.

Jr. Digital Designer — FGS Global — Nov. 2014–Jul.2016

- Collaborated with clients, designers, and developers to create cross-media marketing campaigns for brands like PhRMA, UnitedHealth Group, NFL, Nike, and United Airlines.
- Led workshops to gather insights that shaped design direction and strategy.

Web Designer — Atavus — Apr. 2012–Oct.2014

- Assisted with the launch of Tacklytics, a sports data and analytics tool.
- Designed marketing materials, managed Magenta website and created social media ads.
- Worked with PMs to define personas, user stories, product requirements and workflows through user research sessions.

Competencies

Skills:

		Tools:
User-Centered Design	Information Architecture	Adobe CC
Design Systems	Analytics	Figma
Agile Development	User Journeys	Wordpress, Drupal
User Research	Accessibility	JS, HTML, CSS
Usability Testing		

Education

Seattle University	BA Digital Design	2012-2014
University of Washington	AS Computer Science	2010-2012
UX Design Certificate	Google	2023