

Mike Gellers

Experience Strategy & Design

(615) 712-0762 Nashville, TN

mikegellers.com | mike.gellers@gmail.com

Strategic UX Leader with over 25 years of experience driving positive change across enterprise environments, including FinTech, Automotive, and Retail. Proven track record of aligning complex user needs with business OKRs through user and industry research, service design, and cross-functional leadership. Expert in scaling UX maturity, having founded research sub-teams and mentored dozens of designers. A community leader and "Voice of Associate" advocate dedicated to creating accessible, inclusive, ethical, and high-impact experiences for both customers and internal teams.

PROFESSIONAL EXPERIENCE

Conversational UX Designer - Nationwide Mutual Insurance Company

May 2026 to August 2026

UX Lead for Nationwide's Retirement Services AI chatbot - which has exposure to over 3 million participants in Nationwide's retirement plans.

- **Strategic Alignment:** Kept the retirement services chatbot's roadmap aligned with corporate and departmental priorities by partnering with leadership, product, and engineering. This ensured that the features shipped to millions of plan participants not only benefited members, but also advanced business goals such as reduced support center calls, chatbot adoption, and self-service.
- **Conversation Design:** Designed and maintained conversation flows across pre- and post-authentication experiences, so members could get answers on their own without contacting service reps. Strengthened intent recognition through training-phrase tuning and automated testing, which cut escalations to live agents by hundreds per day.
- **Research & Analysis:** Built a weekly utterance-review practice that turned real member questions into a continuous improvement loop. This raised intent-recognition accuracy by 7%, reduced unhandled utterances by 5%, and surfaced emerging member needs that shaped new intents, new content, and product decisions.

Staff UX Designer - The Home Depot

January 2022 to April 2026

Strategic lead within Enterprise UX, driving CX strategy, service design, and end-to-end product design for associate and customer-facing ecosystems.

- **AI Conversational Design:** Led end-to-end design of an AI assisted tool that let any Home Depot associate submit Cybersecurity requests with an easy-to-use conversational interface instead of traditional forms, email, or service request tickets. Owned the flow, interaction design, content, research, and development orchestration, and the results were faster intake process, more automation, less support triage, and overall higher satisfaction with all associates involved.
- **Strategic Alignment:** Turned enterprise OKRs into UX roadmaps that product and IT leadership could easily consume, plan with, and execute to support the organizational objectives. This involved reducing user pain points, increasing associate efficiency, and reducing risk and rework.
- **Service Design Leadership:** Broke down organizational silos by leading service blueprinting and large-scale working sessions with over 25 stakeholders across more than 7 departments, including Pro Business stakeholders, Pro sales associates, Credit & Risk analysts, UX design & research, Software Development,

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Solutions Architects, Pro Customer Support, and vendor partners. This effort and artifact, an end-to-end service design blueprint, exposed current and possible gaps and friction points in the process, exposed all touchpoints between humans and systems that led to productive working sessions, and allowed for innovating ideating at various points in the process.

- **Research & Insights:** Established a “Voice of the Associate” practice for Cybersecurity associates through observational studies, surveys, and interviews, making associate data a standing input to product strategy. This influenced roadmap decisions and product development.
- **Product Design:** Delivered production-ready interfaces built on the company design system, which improved usability, reduced development rework, and sped up development by reducing custom UI work.
- **Mentorship & Culture:** Raised the design bar across the org and beyond by formally mentoring at least 2 junior and mid-level designers, looking to level up their skills and advance their professional career. Received multiple internal awards and recognition for collaboration and advancing team culture.

Sr UX Lead - TKXS by Telus Agriculture

July 2021 to January 2022

As a member of the UX and front end team, provided UX oversight, research, design and strategy for the PowerSuite web application.

- **Customer Research:** Uncovered high-impact pain points across 4 customer segments through interviews and usability testing, which directly shaped which features were prioritized and redesigned.
- **Strategic Alignment:** Connected customer needs to business goals by partnering with product, leadership, and engineering, so that roadmap decisions served users and the business at the same time.
- **Design System Consistency:** Kept the web and tablet applications consistent and compliant with the design system, reducing UI drift and speeding front-end delivery.
- **Field Usability:** Made tablet workflows usable for field technicians working away from a desk, with designs shaped around real on-the-job conditions rather than desktop assumptions.

Sr UX / Product Lead - Quontic Digital Bank

July 2020 to July 2021

As a member of the marketing and digital bank teams, Provided UX oversight, research, design and strategy for all digital products including our public website, our online and mobile banking platforms, and our intranet/internal tools.

- **Product Launch:** Helped bring Quontic’s Bitcoin Rewards Checking mobile app to market, a first-of-its-kind banking product. I directed designers, product managers, developers, and vendor partners from discovery through sketching, prototyping, usability testing, development, and launch.
- **Customer Strategy:** Defined the target customers for Quontic’s rewards programs through personas and journey maps, giving product and marketing a shared picture of who they were building for, and why.
- **Website Strategy & Accessibility:** Improved the usability, accessibility, and clarity of Quontic’s public website by directing its information architecture, content hierarchy, tone, and interaction design.
- **Data Visualization:** Gave leadership and sales clearer visibility into operations and performance by designing and prototyping internal reporting dashboards.

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UX Consultant - Nissan North America

July 2019 to April 2020

As an extension of the digital services team I provided UX support for a mobile vehicle inspection application being built to replace an existing paper process.

- **Field Research:** Grounded a paper-to-digital transformation in real technician and service manager workflows through on-site contextual inquiry and observation.
- **Research Synthesis:** Protected the critical parts of the existing process during digitization by turning field findings into clear guidance for project managers and developers.
- **End-to-End Design:** Designed every workflow and screen of a multi-brand app (Nissan and Infiniti) serving technicians and service managers. The work covered navigation, interaction design, and native iOS and Android Material patterns.
- **Design-to-Build Delivery:** Ensured the shipped app matched the intended experience by working directly with iOS and Android developers throughout the build.

Sr UX Lead - Regions Bank

February 2012 to July 2019

As a member of the digital bank UX team, I provided UX oversight as well as research and strategy for many digital products including the public website, online and mobile banking platforms, and intranet/internal tools.

- **Research Team Building:** Built the UX research function from the ground up. It grew from my part-time effort into a dedicated team of four researchers with its own manager.
- **Digital Banking Redesign:** Helped redesign Regions' consumer and small business online and mobile banking platforms. I drove usability testing, user interviews, behavioral analysis, prototyping, and accessibility compliance through development.
- **ATM Experience Design:** De-risked a new ATM platform by building physical and digital prototypes and testing them with real customers. This settled the UI, interaction patterns, and workflow before development began, with both physical and digital accessibility built in.
- **Internal Tools Research:** Improved the tools used by call center and branch associates by turning employee surveys, interviews, and contextual inquiry into targeted process and UI improvements. I partnered with Corporate Communications, HR, Marketing, and IT.
- **Mentorship:** Developed newer designers and researchers into independent practitioners through weekly design crits and hands-on training in usability testing, survey design, interviewing, and contextual inquiry.
- **Cross-Functional Collaboration:** As a Senior UX Lead, kept delivery aligned across writers, visual designers, developers, BAs, scrum masters, product managers, and executive leaders.

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Sr Interaction Designer, Information Architect, UX Lead - Ally Financial

November 2009 to February 2012

As a member of the UX team, I provided UX strategy and prototyping for many digital products including the public website, online and mobile banking platforms, and intranet/internal tools.

- **Product Features:** Designed core online banking experiences used by millions of customers, including account details, transfers, bill pay, and profile management, along with new public website features.
- **Iterative Usability Testing:** Improved designs with each iteration by co-planning usability tests of prototypes, observing sessions first-hand, and analyzing the results with usability engineers.
- **Product Innovation:** Explored new ways to handle vehicle inspections for Ally Auto by prototyping both a standard web form flow and an enhanced iPad experience built on an interactive 3D car model.

Interaction Designer, Information Architect - Wachovia / Wells Fargo

September 2007 to November 2009

As a member of an agile scrum team on the Intranet Experience Team, played a key role in redesigning the corporate intranet portal - used daily by over 100,000 associates.

- **Iterative User Research:** Prioritized user-centric needs and goals which informed product strategy and development. Through planning, executing, and analyzing results of user research initiatives, the feedback loop was shortened and up-to-date. Activities included observations, contextual inquiries, interviews, and surveys.
- **Experience Design:** Improved associate satisfaction and efficiency by designing tools, dashboards, workflows, and navigation for the corporate intranet, us.

UX Designer - Bank of America

May 2006 to September 2007

As a member of the Global Investment Banking User Experience team, provided actionable insights to the BofA investment bankers by designing and prototyping dashboards and analysis tools, for their use.

UI Designer / Developer - Nielsen Media Research

February 2004 to May 2006

As a UI designer and developer, improved the efficiency of various Nielsen operations and technology associates by designing and developing internal web applications grounded in observational research and usability testing.

UI Designer / Developer - Medical Manager, WebMD Practice Services

September 2001 to February 2004

As a UI designer developer for the flagship practice management software, used by over 25 physician practices, simplified workflows and improved efficiency for the users of the financial and insurance modules by designing and building screens in the user interface.

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COMMUNITY LEADERSHIP

Lead Organizer - Nashville UX Meetup

September 2021 to Present

As a lead organizer of the Nashville UX meetup, a professional meetup with over 1,000 members, planned for and hosted over 40 in-person meetups for professionals in UX, product, business, recruiting, education, and engineering.

- **Community Building:** Allowed for professional networking and personal growth by offering the in-person meetups to the Nashville (and surrounding) areas.
- **Thought Leadership:** Shared practical UX expertise with the community through talks and facilitating workshops.
- **Speaker Programming:** Kept events relevant and well attended by recruiting speakers and presenters from across the industry.
- **Organizer Team Growth:** Made the meetup sustainable beyond any one person by recruiting and onboarding new organizers.

VP Operations - The Franklin High School Band

May 2024 to Present

As Vice President of operations for the The Franklin Band - an organization of 150+ students, 10+ staff members, and 30+ parent volunteers - have been in charge of coordinating all operational aspects of the program:

- **Production Logistics:** Ensured the success of every performance by leading the fabrication and transportation of all musical equipment and field equipment.
- **Team Enablement:** Set all operational subcommittees, including the chaperone food teams up to succeed by facilitating conversations, removing obstacles, and ensuring they had what was needed to succeed.
- **Volunteer Leadership:** Kept every subcommittee fully staffed, motivated, and on task.

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SKILLS and EXPERTISE

User eXperience (UX) Design
Customer eXperience Strategy
Conversational UX Design
User Research
Interaction Design (IxD)
Information Architecture (IA)
Digital Product Design
Service Design
Design Thinking
Usability Testing
Heuristic Analysis

Survey Design
Rapid Prototyping
Coaching & Mentoring
Agile / Scrum Methodologies
Process Modelling
HTML / CSS / Javascript
Contextual Inquiry
Axure
Figma Make
Claude Code

EDUCATION

Bachelors Degree - **Computer and Information Science** | Minor - **Psychology**
University of **Florida**