

Makayla Gelhaus

Product Designer

Product Designer with experience leading end to end design for enterprise B2B, internal platform, and emerging SaaS products. Specializes in turning complex operational workflows into scalable, intuitive systems across analytics, workforce management, supervisor operations, and AI enabled support experiences. Sole designer responsible for research, information architecture, workflow design, high fidelity UI, design systems, stakeholder alignment, and developer handoff for products used by 1,700+ employees supporting 22 client programs.

WORK EXPERIENCE

Contact Us Communications

June 2022 - Present

• UI/UX Designer

- Serve as sole product designer for a portfolio of internal and SaaS style products used by 1,700+ employees across 22 client programs, owning research, information architecture, workflow design, high fidelity UI, design systems, documentation, and developer handoff.
- Designed and launched a real time analytics platform, enabling 99%+ faster access to KPI data by shifting operations from delayed weekly reports to live visibility across attendance, performance, and agent activity.
- Developed supervisor management tool, centralizing task execution and reducing manual overhead by approximately 65%.
- Designed a multi tenant AI enabled workflow builder and in app assist experience that transforms scattered procedures into structured, step by step guidance during live customer interactions, supporting more consistent service delivery and improved customer satisfaction.
- Designed employee scheduling and workforce management experiences, including schedule management, time off workflows, and a shift marketplace that improved flexibility, supported work life balance, and helped reduce turnover.
- Built reusable branded templates and component based collateral systems in Figma and Acrobat that improved consistency, enabled self service creation by partner teams, and eliminated recurring manual flyer production requests.
- Supported the full redesign of the company website, helping modernize the visual experience, improve brand consistency, and elevate the company's online presence.

EDUCATION

Bachelor of Arts, Graphic Design & Media Arts

Concentration in Web Design

Southern New Hampshire University

SKILLS

Figma

Information Architecture

Enterprise SaaS Design

User Research

Design Systems

B2B Product Design

Journey Mapping

Product Strategy

Multi Tenant Platforms

Wireframing

Cross Functional Collaboration

Stakeholder Management

CONTACT

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[portfolio link]

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