

Kelly Mello

Product Management & Experience Transformation Leader

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SUMMARY

Accomplished Product & Experience leader, possessing a deep understanding of how customers think and feel through knowledge gained by extensive experience in all facets of Product Management & Strategy. End to end product experience from innovation through delivery. A strong track record in AI-enabled experiences, servicing workflows and regulated healthcare ecosystems. Trusted by executive stakeholders to align cross-functional teams around prioritized roadmaps, measurable KPIs, and continuously optimized outcomes.

CORE COMPETENCIES

- Omni-channel Product Strategy & Innovation
- Agile, SAFe Methodologies
- Product Requirements & Use Case Definition
- AI-Enabled Experience & Workflow Transformation
- Digital Health & Wellness Technologies
- PBM & Supporting Healthcare Technologies
- Clinical Outreach – STARS, HEDIS standards
- Contact Center - Voice, IVR, Chat & AI solutions
- A/B Testing, Proof of Concept
- Integrative SAAS & CRM Solutions
- Voice of Customer & Behavioral Insight Programs
- CX/UX Research & Discovery, Pilot Programs
- Customer Journey & Persona Development
- Power BI, Tableau & SQL queries for data analysis
- B2B, B2C, D2C and Enterprise Solutions
- Healthcare Technologies & Clinical Solutions

PROFESSIONAL EXPERIENCE

Lead Product Manager- Digital & Experience Transformation

Humana | Oct 2020 - Dec 2025

- Created omni-channel solutions through digital, voice and conversational AI technologies to create optimal consumer experiences, increase self-service and overall sales by meeting customers and prospects needs and the preferred method of engagement.
- Identified experience opportunities within customer support, sales, digital self-service, medical management and clinical / behavioral health experiences by using design and consumer experience best practices, such as data analytics, call listening, survey results, research, user testing, and feedback.
- Led discovery and design, leveraging real-time AI to analyze customer data, anticipate needs, personalize service journeys, and dynamically match customers to the best-fit agent.
- Developed analytical reporting that provides qualitative and quantitative data to construct compelling narratives that support the organization with actionable customer and partner experience insights.
- Created customer journeys and personas to understand and empathize with customer pain points and identify opportunities with respect to customer engagement, business strategy, and quality of service.
- Consulted and collaborated with business, design, and IT on innovative solutions to meet user needs, evaluating opportunities through analytical research and cost-benefit analysis of solutions to determine the scope of solutions.

Key Impacts:

- Designed omnichannel scalable Health Risk Assessment engagement, achieving **3.5% digital adoption within target segment** and reducing reliance on telephonic outreach/mailers.
- Spearheaded AI-driven After Call Summary solution generating clinical documentation from call transcripts, reducing after-call work by **~40%** and improving documentation consistency.
- **Generated \$1.5M** in realized lifetime value savings by identifying payment journey friction and implementing experience improvements that reduced preventable member churn.

Associate Director- Digital Product Management

Humana | Jan 2013 – Oct 2020

- Led multiple teams across an entire portfolio, which includes strategists, product owners, UX designers, copywriters, scrum and testing teams.
- Increased conversion, growth, retention and customer engagement by creating digital solutions that are simple and personalized by leveraging technology, UX research and human-centered design practices and methodologies.
- Defined and led strategic initiatives supporting business objectives and the consumer journey across several phases on the healthcare journey for prospects, members and administrators.
- Collaborated with sales and marketing to develop digital strategies and determine the appropriate market customizations while maintaining a consistent brand message.
- Identified opportunities through definition of measurement strategy, exceptional decision-making skills based in data and monitoring and analyzing of data to inform consumer experience.
- Managed implementation team and process including building and optimize delivery models and teams to create efficiency and expediency to market.
- Advise executives to develop functional strategies on matters of significance across the organization to execute new customer programs and evolve existing programs as needed to provide a more holistic voice of customer and partner assessment.

Senior Product Management Consultant

Independent Consultant | 2012 - 2013

Provided consulting support for digital product and user experience strategy.

- Defined product vision and experience strategy aligned with client business goals.
- Translated strategic objectives into structured product requirements and roadmap recommendations.
- Conducted competitive analysis and usability evaluation to guide digital platform strategy.

Senior Product Manager, PBM, MedImpact Healthcare Systems

June 2008 – Nov 2010

- Created requirements per NCPDP Standards, Center of Medicare Service regulations and guidance.
- Implement and manage Part D projects for clients to ensure timely, high quality implementations for Part D (Medicare Drug Benefit) and commercial pharmaceutical business that are in compliance with all applicable regulations and guidelines.
- Provide Medicare Part D subject matter expertise and benefit management internally and externally.
- Data analysis and management with SQL queries of EDI transactions and formulary data, such as HL7, XML, X12, ANSI, and its subsets.

EARLY CAREER EXPERIENCE

Product & User Experience Professional, Mitchell International | ~2010

- Progressed through product, usability, and CX roles on a flagship claims management platform. Conducted user research, persona development, and workflow analysis to guide product innovation and roadmap planning.

EDUCATION & CERTIFICATIONS

San Diego State University Attended MA Program - Educational Technology

DePaul University | B.A., Liberal Arts, Member of Golden Key National Honor Society

Certifications: SAFE Agile Product Management