

KELLY MAY

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SUMMARY

Digital Innovation Strategist with a background in industrial design, specializing in low-code workflow development, API/EDI integration, AI integration and 3D digital innovation. Skilled at using design thinking to streamline operations, drive adoption of emerging tech, and build scalable systems across creative and operational teams.

EXPERIENCE

AI + Automation Consultant | BarkBox

Jan 2025 – Present

- Built a new customer lead generation tool that scrapes social media for relevant posts, generates customized comments using AI, and tracks customer communication
- Designed and lead an AI workshop on best practices for Vizcom usage in the design process

Digital Innovation Strategist | Farylrobin Footwear

May 2023 – Present

- Built internal knowledge bases and SOPs to support the company's growing AI and automation infrastructure • Led internal AI training initiatives, teaching best practices for tools like Chatgpt, Vizcom, Midjourney, and other generative AI platforms
- Built a social media scraping and presentation generation tool to present social media fashion trends to clients using a low-code platform, n8n, requiring skills in REST API integration
- Built an internal ERP solution for order management requiring EDI integration for retail clients using n8n which resulted in automated sales order to purchase order conversion
- Created custom functions and modules using JavaScript and Google Cloud Functions for advanced workflow logic

3D Innovation Intern | Farylrobin Footwear

Jan 2022 – May 2023

- Assist in 3D footwear model creation for digital configurators with a focus on optimizing polygon count and maintaining clean organized 3D files
- Oversee the collection of digital assets from external vendors
- Create digital twins of materials for 3D assets
- Built scalable standard operating procedures (SOPs) for 3D creation for both internal and external useage
- Designed and lead internal 3D training programs to upskill designers across account teams to be proficient in Rhinoceros 3D
- Prototyped VR/XR concepts and evaluated emerging tech for internal use and external client visualization

3D Product Development Intern | Tapestry, INC

June 2021 – Aug 2021

- Assisted with the creation, modification, and execution of 3D assets for prototyping and visualization across all brands (Coach, Kate Spade, Stuart Weitzman)
- Validated 3D hardware assets to ensure they are production ready using Rhinoceros 3D
- Updated digital color swatches to match Pantones and created digital materials for the libraries in Modo
- Aided the team in assessing current technological and innovative approaches to digital product creation

EDUCATION

B.S Industrial Design | University of Cincinnati

2018 – 2023

It's okay to brag about your GPA, awards, and honors. Feel free to summarize your coursework too.

CERTIFICATIONS

- Google- Introduction to Large Language Models
issued Aug 2 '23
- Google- Introduction to Generative AI
issued Aug 2 '23
- Google- Introduction to Generative AI Fundamentals
issued Aug 2 '23

PROJECTS

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