# ALAN KENNEDY
## LEAD UX/UI DESIGNER

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https://www.alankennedyportfolio.com          https://www.linkedin.com/in/alan-kennedy-user-experience-designer/

Developed innovative and effective data-driven user experience design solutions that boosted company revenue by 20%. Dedicated team leader and individual contributor on 3 to 7 person Agile teams that reached a 60% increase in quantifiable project ROI. Accelerated progressive outward-in product solutions and user advocacy research techniques, which expanded product usability and bolstered user engagement by 65%.

### — Areas of Emphasis —

- User Centered Design / User Research
- Full Life Cycle Agile Project Management
- Creative Leadership / Design Thinking
- Wireframing / Prototyping / User Testing
- Responsive Web Design / Interaction Design

- Low-Fidelity Design / High-Fidelity Design
- WCAG Compliance / Accessibility
- User Journey Mapping / User Flows
- Cost Control / Budget Administration

## PROFESSIONAL EXPERIENCE

**Tenerity · Stamford, Connecticut (Remote) · UX/UI Designer · 2021 - 2023**

*Engineered creative and unique UX/UI design methods supporting product development for US and international business clients that resulted in positive user engagement that broadened revenue.*

- Managed significant and complex design projects that delivered revitalized user engagement by 50%.

- Researched valuable quantitative and qualitative data and analytics that increased product satisfaction by 60%.

- Synchronized with product and engineering on defining consistent design systems and high-quality visual standards to create unique prototypes for Tenerity's US and international client products.

- Spearheaded prototyping for Tenerity's user-testing and implementation. Contributed to design sprints that upgraded Tenerity's software applications and improved real world user interactions by 80%.

*Selected Achievement:*
Instituted innovative wireframes and hi-fidelity prototype solutions for a popular national bank's rewards website that achieved up to 55% more engagement with subscribers.

**Visible Unity · Dallas, Texas (Remote) · Freelance UX/UI Designer and Art Director · 2020 - 2022**

*Evolved the brand identity and expanded the web presence for a non-profit organization using UX design techniques.*

- Established remote UX design research workshops to collect user and member feedback to understand the mission intended for the product design.

- Coordinated remotely with Front-end developers and staff to relaunch the Visible Unity website using UX/UI prototyping strategies to maximize web traffic by 70%.

**Apps Associates · USA & India (Remote) · Freelance UX/UI Designer · 2020**

*Revamped design on the Aspentech University training website to expand user certifications and website engagement by 60%.*

- Translated business objectives into polished, user-centered intuitive designs in a Salesforce environment using UX/UI design software and Adobe Creative Cloud that accelerated student sign ups by 80%.

- Headed Aspentech client review meetings, partnered in daily scrum meetings, and planned agile methods and UX/UI prototyping techniques for successful product hand-offs to Apps Associates developers.

**Poly-Tex Inc. · Castle Rock, Minnesota · Art Director and UX/UI Designer · 2011 - 2019**

*Instituted creative projects in support of marketing and sales channels that improved revenue by 50% for a national manufacturer of commercial and retail greenhouses and commercial solar canopy projects.*

- Executed the company's solar canopy website launch mentoring junior designers implementing Adobe XD and Adobe software which achieved 50% in new clients.
- Supervised the company's website overhaul using a mobile-first UI design thinking strategy, remodeled landing pages, and evolved mobile responsiveness, which converted 30% more customers, and reduced bounce rate by 20%.
- Facilitated custom internal brainstorming exercises and guided rapid prototyping sessions that increased mobile website conversions by 10%.
- Hired video photographers for video shoots and oversaw content video editing for the solar division's main product presentations to buyers, which led to successful sales bids and $5.2M in revenue.

*Selected Achievement:*
Coordinated creative vision and concept design for a successful $1.5M commercial canopy contract bid while meeting a strict turnaround schedule.

**CB Richard Ellis · Dallas, Texas · Graphic Designer and Web Designer · 2006 - 2010**

*Engaged in creative design work for a cross-functional team that created multi-faceted design campaigns that supported the marketing efforts of this #1 nationally ranked real estate firm.*

- Strengthened and streamlined print and digital advertising campaigns that supported the commercial and corporate retail divisions, achieving a rise in sales by 8%.
- Generated winning creative campaigns that led to company awards, strong financial earnings, and stimulated commercial leasing/occupancy rates by 5%.

*Selected Achievement:*
Received 2nd and 3rd place company awards for providing original and pioneering marketing pieces.

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## CERTIFICATIONS

Interaction Design Foundation • UI Design Patterns for Successful Software
Interaction Design Foundation • Visual Design: The Ultimate Guide
Interaction Design Foundation • Mobile User Experience (UX) Design
Interaction Design Foundation • Become a UX Designer from Scratch

## EDUCATION

Bachelor of Fine Arts – Visual Communication Design • University of North Texas • Denton, Texas

## SKILL

| UX / UI DESIGN | ADOBE | RESEARCH TOOLS | OTHER |
|---|---|---|---|
| Figma / FigJam | Adobe XD | Google Analytics | Jira |
| Sketch | Adobe Analytics | Zoom | Asana |
| Axure | Adobe InDesign | userbrain.com | Slack |
| Zeplin | Adobe Illustrator | Balsamiq | Microsoft Office Suite |
| Miro | Adobe Photoshop | Maze | Microsoft Teams |
| InVision | Adobe Premiere Pro | Pendo | HTML5 / CSS3/ SEO |
| Proto.io | Adobe After Effects | UXtweak | Javascript / jQuery |
| Abstract | Adobe Lightroom | Optimal Workshop | WordPress |
| | | Lookback | |