

# KEVIN CORNWALL

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## Product Designer / UX Designer / Interaction Designer

### PROFILE

**WHO:** More than **10 years** in user-centered design for dynamic, data-intensive consumer and enterprise applications: web, responsive, mobile, desktop, and IoT (controllers, kiosks, appliances).

**WHAT:** I have created new products, reinvigorated existing products, increased sales, converted pain points into selling points, reduced churn, reduced support calls, and streamlined internal operations.

**HOW:** I am a **passionate user advocate**. I enjoy negotiating competing business, technical, and user needs in order to produce elegant, engaging designs.

### SKILLSET

- UX / product design
- interaction design
- information architecture
- wireframes / prototypes
- user research / testing
- competitive evaluation
- personas
- data management & visualization
- copywriting
- WCAG compliance
- design system

### TOOLS

MS Office, Visio, OmniGraffle, Balsmiq, Axure, Sketch, Invision, XD, Figma, Zeplin, Adobe CC, Animation, Agile HTML5, CSS3, JavaScript, JQuery

### EDUCATION

B.A, UCSC, Cultural Anthropology  
Grossmont College - Multimedia

### EXPERIENCE

*SOCi, San Diego, CA*

08/20 – Present

**Lead UX Designer** (Contract / Remote)

- Lead and mentor design team. Align on UX processes, methods, and tools.
- Improve UX across the platform, unifying issues around a design system.
- Work closely with management and marketing to increase user engagement and optimize strategic business initiatives.

*US Environmental Protection Agency (EPA), Raleigh, NC*

08/19 – 02/20

**Lead UX Designer** (Contract / Remote)

- UX/UI oversight for all existing and new internal applications
- Consult on existing applications to optimize workflow, usability, consistency.
- Introduce UX standards, procedures, tools, and templates.
- Deploy US Web Design System across all properties.

*Cassida Corporation, San Diego, CA*

04/19 – 08/19

**Product Designer** (Consultant)

- Leading bank note and coin counting machines company needed a workflow-optimized, embedded tablet design “yesterday” to land a major contract.
- Research, concept, wireframes, front-end code, test to shipped in 45 days!

*Rain Bird Corporation, San Diego, CA*

01/18 – 04/19

**Product Designer** (Contract)

- Nuts-to-bolts overhaul of SAAS application for managing large scale commercial and golf irrigation installations in 12 languages.
- Wrangled redesign of project back on track with clear UX process, design patterns, correcting usability issues in agency-produced designs.
- Lean UX, rapid wire-framing/prototyping, responsive, web, mobile first.

*Reed Business Information (RELX), San Diego, CA*

02/16 – 10/17

**Product / UX Designer** (Consultant)

- Got unusable, stalled redesign of workflow-intensive product for registering mutual funds, nationally, back on track.
- Delivered taxonomy, process-flow diagrams, wireframes, prototypes, assets, design system, and usability testing.

*San Diego Gas and Electric, San Diego, CA*

08/15 – 01/16

**UI / UX Designer** (Contract)

- Designed, developed, and unit-tested data-intensive, responsive email sent to SDG&E's 800,000 customers.

- Exceeded expectations in making the email fluid and responsive across 30 email clients, OS, browsers, and devices.

*QualityTermLife, San Diego, CA*

**Product Designer** (Project)

01/15 – 07/15

- Produced *all* requirements, branding, content, strategy, design *and* development for life insurance quotes site. One-man team.

## EXPERIENCE (cont.)

*(QualityTermLife - continued)*

- Analyzed competitive space and researched consumer demographics to inform features, SEO, and conversion.
- 2nd Phase was mobile site. Result: page > 30%; conversions > 100%.

*Brady Corporation, Milwaukee, WI*

01/14 – 12/14

**Lead Product Designer**

- Rapid prototypes with Lean UX, delivered design of one app every 6 weeks. Coordinated the contributions of internal and external designers and writers for industrial safety print solution products
- Defined features, worked through concepts, and delivered prototypes for 8 desktop and 2 mobile apps (IOS/Android)

*Certona, San Diego, CA*

02/13 – 11/13

**UX Designer** (Consultant)

- Redesigned administration and reporting application for industry-leading recommendation engine (MLAAS).
- Innovated navigation, user flows, screens, controls, and maintained the style guide for 8 core modules.
- Introduced interactive prototypes for usability testing, then iterated the design based-on the results.

*Bloomberg (via Zuna InfoTech) (Kokomo, IN)*

10/12 – 02/13

**UI /UX Designer** (Contract / Remote)

- Designed responsive, flexible web application to access Bloomberg archived email, Personal Vault.
- Gathered requirements, conducted competitive analysis, wrote user stories, specified flows, and features.
- Full-featured prototype (jQuery/AJAX) successfully communicated proof of concept.

*BMC Software, Houston, TX*

08/11 – 07/12

**Lead UX Strategist** (Contract / Remote)

- Formalized UX deliverables and process, writing 10 sets of guidelines with templates for the UX team.
- Interpreted analytics, identifying opportunities to increase prospect conversion, engagement, and retention.
- Wrote and implemented several remote usability tests and 2 site-wide survey to inform and validate designs.

*Sony Electronics, San Diego, CA*

05/10 – 08/11

**Senior Interaction Designer** (Contract)

- Merged over a dozen PC utilities into a clear, cohesive user experience on VAIO PC systems.
- Transformed pain-points to primary selling features. Installed on over 100 million PCs in 34 languages!
- Competitive analysis, personas, information architecture, use cases, user stories, flows, and wireframes.
- Recognized with Sony Electronics award for product and process innovation across teams, internationally.

*Hewlett / Packard, San Diego, CA*

12/09 - 05/10

**Interaction Designer** (Contract)

- Designed, iterated, and delivered wireframes for 10 internationally distributed printer-embedded apps.
- Standardized UX templates, archetypes, and pattern libraries for the small-screen format.

*Verizon Online, Reston, VA / Dallas, TX*

2004 - 2009

**Lead Information Architect**

- Lead design for all Verizon Internet registration and installation applications.
- Innovated efficient workflows for critical Verizon customer account and ecommerce pages.