

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
- design workshop
- 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

UCSC B.A. Cultural Anthropology
Grossmont College - Multimedia

EXPERIENCE

Electronic Arts, Redwood City, California 09/21 – Present
XD Designer (Contract / Remote)

- Design backend tools, support, and documentation for game studios.
- Design sprint, interviews, concept, prototypes and user testing.
- Contribute to team strategy, design system, process improvements (devised and implemented formal Kanban process in Favro)

Wells Fargo, San Francisco, California 04/19 – 12/21
Senior CX Designer (Contract / Remote)

- Remediate dozens of Commercial Banking and Reporting applications to conform with ADA WCAG 2.0 guidelines.

SOCi, San Diego, CA 08/20 – 03/21
Lead UX Designer

- Lead and mentor design team. Align on UX processes, methods, and tools.
- Work closely with management to optimize strategic business initiatives.

US Environmental Protection Agency (EPA), Raleigh, NC 08/19 – 02/20
Lead UX Designer (Contract / Remote)

- Consult on existing applications to optimize workflow, usability, consistency.
- Deploy US Web Design System, including WCAG 2, 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.

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.
- Taxonomy, process-flow diagrams, wireframes, prototypes, assets, design system, design workshop, and user 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

- Requirements, branding, content, strategy, design *and* development for life insurance quotes site. One-man team.
- 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 and coded responsive, flexible web application to access Bloomberg archived email, Personal Vault.
- Gathered requirements, conducted competitive analysis, wrote user stories, specified flows, and features.

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 into selling features. Installed on over 100 million PCs in 34 languages!
- 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.