Kenny Webb

www.kennywebb43.com
linkedin.com/in/kennywebb43

UX/UI Designer & Product Designer

Keller, Texas | kenny.webb43@gmail.com

Skills

UX Research
Heuristic Evaluations
Survey Creation
Interviews
Affinity Diagrams
Storyboards
User Personas
Journey Maps
User Scenarios

UX Design
Content Creation
Feature Prioritization
User Flows
Wireframes

UI Design
Style Guides/WCAG
Information Architecture
High Fidelity Mock ups
Rapid Prototypes
Interaction Design

User Testing
Usability Testing
A/B Testing
Time to Target

Tools
Figma
Adobe XD
Miro
Sketch
Illustrator
Photoshop

Programming
HTML5
CSS
Bootstrap

Education

Mercer University
BS, Industrial Engineering

Design Thinking | Content Strategy | Product Vision

Innovative, user advocate with a versatile creative background. Seeking to use specialty skills in UXUI design with *user-centered research, empirical design, and universal design strategies.* Skilled in collaborating and developing empathetic relationships with leadership, and cross functional teams to create sustainable products with high rates of acquisition, engagement, conversion and retention. Able to identify UX design components like objectives and key results to record measurable successes. Warm communication and presentation skills to advocate product vision & strategy to stakeholders. Thrives on transparency, feedback, and retrospectives to inspire iteration improvements to build, measure, and learn again. Excellent multi-tasker that excels in fast-paced Agile & Scrum sprint environment.

Relative Experience

Knowland | SR UX/UI Designer | *Hospitality, Big Data*   Arlington, VA | Feb 2022 - Apr 2023

- **Evangelized Design Thinking and product vision** for multiple enterprise products up to senior leadership, as well as out to product and dev teams for implementation.
- Aligned UX improvement strategy & planning across multiple Agile product teams that include engineers, Product Managers, Directors and other internal stakeholders.
- Created **iterative platform improvements** for **SaaS Products** such as **Data Analytics, Enterprise level commerce, Internal Service platforms;** including design system documentation and design/dev workflows.
- **Launched implementation of UI re-skin** for an aging SaaS platform incorporating a new **design system and patterns**, while making crucial **WCAG improvements like keyboard navigation, font sizes and colors**.
- Facilitated design team's weekly **brainstorm and design feedback** for peer to peer design critiques.
- Conducted **Heuristic analysis, Google Analytics review** post release**.**

Charles Schwab | SR UX/UI Designer | *Fintech*   Westlake, TX | Sept 2021 - Feb 2022

- **Lead the UX Product Redesign** of Schwab's Portfolio Accounting page, an enterprise internal platform with **cross-functional collaboration.**
- Conducted **user surveys** and **user interviews** with various enterprise, Director and Sr Director users for research to collect qualitative and quantitative user data.
- Created comprehensive UX mapping, **including user insight statements** and **personas,** to enhance stakeholder focus, mitigate product risks through a **refined value proposition, conducted competitive analysis,** and **substantiated minimum viable product.**
- **Designed High fidelity UI** mocks and **interactive prototype** for the Portfolio Accounting internal app.

Thru | Product Designer | *Big Data, SaaS*   Irving, TX | Feb 2020 - July 2021

- **Lead the UX/UI redesign** of website for SaaS company with a new focus on **User Centered Design and Content Strategy**.
- Created and synthesized **user surveys for user need insights** and **user personas**.
- Conducted **Heuristic analysis, Google Analytics review** and of beta site.
- Presented and lead meetings on **feature prioritization, minimum viable product identification, information architecture** redesign.
- **UI Sketches, Wireframes, User testing, LoFi & HiFi clickable prototypes.**

Koridor | Product Designer | *Hospitality, B2C*   Alpharetta, GA | Sept 2017 - Sept 2019

- Designed and developed an interactive floor plan feature for myRoom©, enabling hotel guests to explore room layouts and select their preferred accommodations, resulting in increased user engagement and satisfaction.
- Established a **robust design system**, encompassing **typography, color schemes, iconography, and UI components**, ensuring consistent and **scalable design elements** across the myRoom© platform.
- Conducted **usability testing** with hotel guests to refine the **user interface**, resulting in an intuitive and **user-centric** booking experience that significantly improved user satisfaction and room upgrade rates.
- Collaborated closely with the development team to bring myRoom© to life, aligning the design vision with the final product, ultimately enhancing guest experiences and contributing to increased hotel revenue through room upgrades and add-on purchases.

Rainmaker | UX/UI Designer | *Hospitality, Big Data, SaaS*   Alpharetta, GA | 2014 - Sept 2017

I led the design efforts for Rainmaker's mobile web applications, including GuestREV, GroupREV, REVintel, and GuestREV, enhancing the user experience for prestigious clients like Wynn (Las Vegas), Caesars Entertainment, and Omni Hotels. I also conducted design reviews, ensuring the implementation of best practices within the product and development teams.