Kevin Kell, M.A. UX / Product Designer

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PROFESSIONAL SUMMARY • AI/ML / B2B ENTERPRISE / SAAS CLOUD / B2C CONSUMER • FIGMA Whisperer

Kevin is an accomplished **lead** / **principal** / **architect** user experience designer of **20+ years** who has worked with some of the premier technology companies such as **Apple**, **Cisco Systems**, **Yahoo!**, **Intuit**, **Oracle**, and **ServiceNow**. Those engagements have given him a deep understanding of what it takes to design world-class user experiences for highly complex products. He has a firm sense of process and specializes in creating new products through **concepts**, **vision**, and **user-task-object models** as well as **personas**, **user journeys**, **wireframes**, and **prototypes**.

• **Proven experience** in designing and shipping cloud software products and digital consumer products for Yahoo! and Intuit.

• **Led** the redesign of Cisco.com Learning resulting in Cisco Certified program revenues growing by $150 million in two years.

• **Solves** complex user experience challenges for large problem and data spaces, using AI-based design as a powerful solution

• **Core Competencies** End-to-End UX design | Cross-product UX architecture | Wireframing/Prototyping | User Research

WORK EXPERIENCE

* **User Experience Architect** • Virtana Corp. • Silicon Valley, CA • 2022 – 2023

Leads planning and design for a significant platform UX evolution, redesigning legacy features and creating new ones on the cloud side by conducting research, delivering personas, task flows and models

Delivered a brand-new AI-driven platform vision in 6 months with wireframes and prototypes

* **Staff Product Designer** • ServiceNow, Inc. • Santa Clara, CA • 2020 – 2022

Served as Architect and Design Lead for multiple products

Designed prototypes and features in Figma for Portal, Avatar and Presence, Landing Pages, Component Testing Console, Voice AI, Virtual (Conversational) Assistant, and AI Search

* **Principal User Experience Designer** • Cleo, Inc. • Silicon Valley, CA • 2019 – 2020

Led the design on their Cloud Integration platform, taking a technical legacy interface and redesigning it for non-technical users allowing them to build data, API, application, and cloud integrations

Designed the post-sales customer experience with a new interaction model and ease of use features

* **Lead User Experience Designer** • Oracle, Inc. • Redwood City, CA • 2013 - 2019

Provided design expertise for Sales, Customer Service, and My Oracle Support through interaction models, wireframes, and interactive prototypes.

Concepted new AI and Card-driven user experiences for Oracle Cloud products

* **Senior User Experience Designer**  • Badgeville, Inc. • Redwood City, CA • 2012 - 2013

Redesigned company’s gamification platform in 10 months by conducting research with customers, understanding current support issues, building personas, task-object models, task flows, and a new architecture. The effort brought a new consumer-grade user experience to the platform and was overwhelmingly approved by customers

* **Senior User Experience Designer** • Apple Inc. • Cupertino, CA • 2011 - 2012 (Contract)

Designed 3 sales tools for Apple internally using a full-cycle design process from user research to high-fidelity mockups adhering to the Apple design system.

Designed a sales product for the sales groups to coordinate sales and marketing of the iPhone and iPad worldwide. Also worked on-site with business sales teams to improve invoicing process for Apple stores

EDUCATION

* **Master of Arts**, Human-Computer Interaction and Social Psychology | Master’s thesis published internationally
* **Advisory** **Board Member** for University of California IrvineCX program+ **CX Certification**

SKILLS & TOOLS

* **UX Design**, **UX Architecture**, UX Research, Design Systems, Information Architecture | Requirements | AGILE
* **Figma**, **Miro**, Sketch, Adobe Creative Suite, Axure