

# Kevin Towner

Web Designer, Optimization

908.577.6666

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## Summary

Design and digital optimization professional with over 10 years of experience in insurance operations, product design, and digital optimization.

## Experience

### Web Designer | AIG, Travel Guard 2022 - present

- Design and execute optimization initiatives for AIG partners such as United Airlines, Lufthansa, and Spirit
- Collaborate with TCS team on web authoring and segmentation with Adobe Experience Manager and Adobe Target
- Oversee execution of live optimization test plans and BAU offers
- Collaborate with UX and Dev teams on panel partner component styles

### Account Analyst | AIG, Op Services 2019 - 2022

- Document Op Services processes, and assist PCG with information gathering and workflow design

### Business Services | AIG, Surplus Lines 2017 - 2019

- Processed quote requests and researched broker codes for appropriate underwriting assignments

### Visual Manager | Hollister Co. 2014 - 2017

- Managed all seasonal floorsets, visual merchandising efforts, and in-store marketing placements

## Volunteer

### Usability Analyst | Historic Wyoming 1 month

- Volunteer opportunity where I helped the organization by conducting usability audits and heuristic evaluations on their website

## Skills

### Tools

- Figma
- Adobe XD
- HTML5 & CSS3
- Adobe Experience Manager
- Invision
- Qualtrics
- Adobe Target

### General

- UI Design
- UX Research
- Web Design
- Mobile Design
- Usability analysis
- Design systems
- Website authoring
- Web optimization

## Education

### MSI | Drexel University

- Human-Computer Interaction

### BA | Kean University

- Criminal Justice