

Kevin Towner

Web Designer, Optimization

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Summary

Product design, digital optimization, and content management professional with an educational background in HCI. Currently working at AIG Travel Guard as a Web Designer, and always looking for opportunities to meet like minded professionals and expand my professional network.

Experience

Web Designer | AIG, Travel Guard 2022 - present

- Design and author content for high priority airline partners (United, Spirit, and Lufthansa)
- Manage 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, Dev and IT teams on panel implementations and user input configurations

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
- Prototyping
- Web design
- Mobile design
- Usability analysis
- Design systems
- Content authoring
- Web optimization

Education

MSI | Drexel University

- Human-Computer Interaction

BA | Kean University

- Criminal Justice

<https://kevin-towner.github.io/2024/>