

## Kevin Towner

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### Summary

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A web designer who is excited to break into digital product design and user experience. I'm skilled in crafting intuitive UIs, conducting qualitative research, and managing scalable design system components. I have two years of professional experience in managing high traffic content and executing on digital optimization initiatives as a Web Designer at AIG Travel Guard Career

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#### AIG (Travel Guard)

New York, NY

##### Web Designer

October, 2022 - Present

- ❖ Lead the design and content authoring efforts for high priority airline partners.
- ❖ Executed 5 optimization tests in 2023 for United's main channels.
- ❖ Manage the United Airlines Mobile App HTML trip insurance content.
- ❖ Direct offshore teams on HTML and CSS set up for Spirit and Lufthansa partners.
- ❖ Collaborate with data science, marketing, and IT teams on matters related to optimization test designs, data point configurations, and content migrations.

#### AIG (Op Services)

Berkeley Heights, NJ

##### Account Analyst

2019-2022

- ❖ Document Op Services processes, and assist Private Client Group with quote preparations, policy endorsements and renewals, and insurance cancellation notices.

##### Business Services Associate

2017-2019

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

#### Hollister Co.

Livingston, NJ

##### Store Manager

2014-2017

- ❖ Managed seasonal floorsets, visual merchandising, and in-store marketing placements.

### Education

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#### Drexel University

Master of Science in Human Computer Interaction

2024

#### Kean University

Bachelor of Arts in Criminal Justice

2014

## Experience

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UI Design, Prototyping, UX Research, Qualitative Research, HTML, CSS, LESS, Figma, Sketch, Competitive Analysis, A/B Testing, Multivariate Testing, Content Management, Adobe Experience Manager (AEM), Adobe Target, Artifacts Gathering, QA, Business Requirements, Content Authoring, Communication, Project Management