

# Kevin Towner

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## Career

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### New York, NY

#### Zurich Cover-More

##### [Web Designer/Sr Marketing Analyst](#)

November, 2024 - Present

- ❖ Design and author insurance content on airline partner sites.
- ❖ Migrating digital content to AEM Cloud instance from Manage Services.

#### AIG (Travel Guard)

##### [Web Designer](#)

October, 2022 - Present

- ❖ Built & executed several multivariate and A/B tests on United and Spirit production sites.
- ❖ Tripled the amount of user segments for United openHTML mobile app content.

#### AIG (Op Services)

### Berkeley Heights, NJ

##### [Account Analyst](#)

2019-2022

- ❖ Documented Op Services processes, and assisted 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](#)

2023

#### Kean University

##### [Bachelor of Arts in Criminal Justice](#)

2014

## Experience

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UI Design, Prototyping, Qualitative Research, HTML, CSS, LESS, Figma, Framer, Competitive Analysis, A/B Testing, Multivariate Testing, Content Management, AEM, Adobe Target