

# Kevin Hursey

## UX Designer

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## Education

### Google - UX Design Professional Certificate

Feb 2022 - Jun 2022

- Completed a rigorous training designed for entry-level job readiness. Featured 7 courses covering topics like: UX research, wireframes, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD. Created 3 hands-on projects to develop a portfolio.

### Illinois State University - Creative Technologies (Bachelor of Science)

Aug 2015 - Dec 2019

- This interdisciplinary major prepares you with a broad range of knowledge and skills in multimedia design, including motion graphics, interactivity, mobile & web design and UI/UX.
- 3.3 Major GPA, Dean's List Award in 2018 & 2019
- President, IsReal Arts — led an organization focused on showcasing creative talents
- Social Media Manager, IsReal Arts — designed flyers and promoted events on campus

## Projects

### Clockwork

- Designed an all-in-one productivity solution built specifically for home service businesses
- Streamlined the task management process in order to increase overall efficiency

### Homeseeker

- Implemented a new web app built for users looking to buy or rent their next home
- Synthesized user insights into feasible design decisions within a 4-week timeline

## Experience

### YouTube - Content Creator

Aug 2020 - Feb 2022 / Remote

- Managed personal YouTube channel, kforkevo, which has amassed over 50,000 subscribers
- Empathized with users and provided solutions for over 14 million people worldwide
- Designed thumbnails to drive impressions with peak click-through-rate reaching 73.3%
- Utilized search engine optimization along with various other online research tools

### State Farm - Claims Associate

Jan 2020 - Jul 2020 / Bloomington, IL

- Delivered remarkable customer service and assisted users with care and compassion
- Collaborated with fellow team members and business partners to meet company needs

## Skills

### Design

UX strategy  
User flows  
Concept sketches  
Journey mapping  
Wireframes  
Prototypes  
Mockups  
Motion design  
Design systems  
Branding

### Research

User interviews  
Usability testings  
Persona hypothesis  
Competitor analysis  
Tree testing

## Tools

### Design

Figma  
Adobe XD  
Sketch  
inVision  
ProtoPie  
Photoshop  
Illustrator

### Product / Project Management

Trello  
Slack  
Notion