

# John Kenney

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*Adept, inquisitive UX designer looking for clean-cut solutions to digital products with User-Centered Design; eager to continue in the path of consistent learning and improvement; strengths in logical reasoning, empathy, and collaboration ensure innovative, measurable outcomes.*

## Personal Portfolio:

[https://kenn0380.github.io/John\\_R\\_Kenney\\_Design/](https://kenn0380.github.io/John_R_Kenney_Design/)

## LinkedIn:

<https://www.linkedin.com/in/john-kenney-b4bba5173>

**Technical Skills:** UX Design • UI Design • UX Writing • User Research • Insight Synthesis • Atomic Design • Figma (Sketch) (Adobe XD) • HTML (HyperText Markup Language) • CSS (Cascading Style Sheets) • Javascript • jQuery • Github • Miro • InVision • Trello (Jira) • Google Analytics • Hotjar • Slack

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## Projects

### US Dept. of Education Redesign – UI / UX Designer (Figma, Miro, Invision)

[https://kenn0380.github.io/John\\_R\\_Kenney\\_Design/cs-2.html](https://kenn0380.github.io/John_R_Kenney_Design/cs-2.html)

- Executed entire Double-Diamond process; restructured Information Architecture and Design System to align to user persona's mental model by clarifying the syntax of idiomatic affordances, the intention of imagery and micro-copy, and the purpose of alternate IA taxonomies on various existing pages
- Implemented user interview / usability testing feedback into user flow, site map, and prototype iterations; improved Web Content Accessibility Guidelines from AA to AAA standard (typography and color scheme)
- Revised menu titles using principles of UX Writing / Content Strategy and the card sorting method to orchestrate a transparent user flow and direct manipulation of an information based website
- Polished the User Interface to adhere to Nielsen's UI Heuristics, with special attention to Flexibility and Consistency & Standards; navigation usability test results improved from 56.2% to 88%
- Crafted a mood board, style tile, and design system from scratch, including two rounds of testing and iterations; improved upon the UI while maintaining brand identity

### Tribi Mobile App – UX Designer (Figma, Trello, Invision)

[https://kenn0380.github.io/John\\_R\\_Kenney\\_Design/cs-3.html](https://kenn0380.github.io/John_R_Kenney_Design/cs-3.html)

- Conducted qualitative user research, prototyped and tested a one-of-a-kind solution to group payments, considering ethnographic / environmental context while also minimizing the interface to reduce excise
- Focused on problem identification and user interviews, discovering goal-driven user insights, user story, scenario, and storyboards addressing risks of improper etiquette in content strategy regarding finances
- Collected and analyzed user interview results; brainstormed using Affinity Diagrams, the "I Like I Wish What If?" Method, and User Personas
- Narrowed the scope and avoided Feature Creep after ideation using a carefully worded problem statement, Feature Prioritization Matrix and Value Proposition Canvas
- Mapped out an app-based solution with user flows and wireframes, acknowledging limitations of a highly transient, satellite posture with rich feedback as error prevention
- Created and tested a clickable prototype; presented case study as a group, also addressing future considerations and next steps

## Experience

### **Medica** – Minneapolis, MN – *Content Strategist (Technical Writer)*

- Collaborated in designing an automation process and data structure, storage and retrieval for over one million members
- Advocated for a shift in focus from advanced users to perpetual intermediates due to turnover: designed user flows and SOP's as a comprehensive index to supplement a UI structured for a high frequency of use and high command-to-configure ratio
- User flows (technical writing / UX writing); created task flows to address user research based goals and prevent errors, resulting in efficient production with proprietary software in a highly regulated industry
- Technical documents and task flows used as a standard to audit employees and cross-reference during company's process of data modernization; tested to 98% quality standard, reached 100%
- Trained users with technical documents (SOP's) and task flows, sent to team and supervisor for feedback, and iterated accordingly
- Provided feedback on data structure / Information Architecture using the testing environment of proprietary software; special attention to idiomatic affordances, learnability, memorability, and pliancy

### **Brain Injury Alliance** – Minneapolis, MN – *UI / UX Designer*

[https://kenn0380.github.io/John\\_R\\_Kenney\\_Design/cs-1.html](https://kenn0380.github.io/John_R_Kenney_Design/cs-1.html)

- Information Architecture and Content Strategy revised; streamlined user flows by revising navigation with the objective of minimizing excise and satisfying user and stakeholder needs
- Reduced the influence of bias and users' idiosyncrasies with a comprehensive primary user persona, while also considering direct feedback from 5-Second Usability Tests
- Incorporated idiomatic, learnable micro-interactions to delight, inform and encourage users to engage with content and volunteer opportunities
- Evaluated features using A/B Testing and iterated design system; 83.3% success rate after redesign
- Prioritized user generated content to align website's posturing with mission and values: embedded social media components on homepage

## Education

### **Certificate in UX/UI Design – University of Minnesota**

An intensive training program for Human-Centered design using an Agile workflow; six major collaborative design projects. This included skills such as user research, ideation, competitor analysis, wireframing, problem definition, prototyping, testing, and Front-End Development

### **Bachelor of Arts in English – University of Minnesota**

Four-year, language and communication focused degree program; practiced textual analysis, argumentation, content strategy, and writing for different audiences – personal focus on performative language

### **Certificate in Responsive Web Design – Free Code Camp**

An immersive coding curriculum teaching HTML and CSS, accentuating accessibility and written code best-practices; created five major projects; implemented the Human-Centered Design process in iterations