Kevin Crawford

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Summary

Accomplished UX Architect and UI Developer with the ability to work and communicate across every phase of the software development lifecycle. Excels at product innovation, and delivering quality user experiences.

Key Attributes

- Product ideation balancing user needs, business goals, and technical feasibility
- Bridging communication between end users, designers and engineers
- Holistic UX Architecture and Strategy

Design Skills

Visual Design and User Interface Design
UX Strategy and Architecture
Information Architecture and Content Strategy
Wireframing and Rapid Prototyping

Technical Skills

Wireframing: Axure, Visio, Balsamiq
Web Development: HTML5, CSS3, SASS, LESS, JSON, REST, Object-Oriented Javascript, SQL, C#
Frameworks: jQuery, AngularJs, EmberJS, Bootstrap, ExtJs, Sencha Touch

Methodologies

- User Centered Design
- Design Thinking
- Lean Startup/Lean UX
- Test-Driven Development
- Agile Development

Experience

Principal UX/UI Consultant
July 2015 – Current
Evertheme, LLC
Crystal Lake. IL

Consultation for clients including a small-sized marketing firm, a speech-language pathology business, and an independent documentary film production company with responsibilities including:

- Ideation, market validation, and UX research for new product speech-language application
- Organize and moderate user-centered brainstorming sessions
- UX Architecture and Interaction Design for a proprietary marketing campaign management system
- UI Architecture using NodeJs, AngularJs, Gulp, jQuery, Bootstrap, HTML5/CSS3/SASS, HighCharts
- Information Architecture for various projects
- Creative direction and execution of email templates and landing pages using HTML/CSS

Manager, User Experience & Design
September 2012 – July 2015
Wheels, Inc.
Des Plaines. IL

- Contributions as a hands-on manager included:
  - Usability Research and Testing
  - UX Strategy, Information Architecture and Content Strategy
  - Interaction design using Axure and rapid prototyping using HTML5/CSS3/Javascript
  - Visual and Interface Design using Adobe Photoshop and Illustrator
  - UI Development using Javascript, NodeJs, AngularJs, HTML5/CSS3/SASS, Bootstrap, jQuery, JSON, HighCharts
- Conducted a comprehensive client experience research project which lead to the introduction of several new personae and optimization in process for several existing personae
- Managed a multi-disciplinary team of 10 people (UX Architects, Visual Designers, UI Developers)
- Part of the leadership team responsible for the strategic transformation of Wheels' Client and Driver facing web application design and technology
  - Vetted front-end technologies (Angular, Ember, Backbone, Knockout, ExtJs) to be adopted by the organization
  - Developed and maintained the Wheels' digital style guide and component design patterns using NodeJs, Gulp, AngularJs, HighCharts, and SASS including developing Wheels' custom Bootstrap theme.
  - Mentored front-end developers and coded custom directives and components
- Drove the adoption of a more customer centric design approach and transformed the UX team to work more effectively with Product Management, Engineering, Sales and Marketing
  - Held a leadership role in introducing and mentoring teams on agile development methodology
  - Promoted Lean UX processes to deliver UX/UI requirements more efficiently in the agile environment
  - Coached product owners and business analysts on writing and prioritizing user stories and defining requirements more effectively
- Leveraged Tealeaf and Google Analytics to track user behavior
  - Established OS/Browser Support Requirements and Responsive Design Standards
  - Identified UI performance bottlenecks which lead to rewriting data services with improvements up to 900%
  - Identified underutilized features for redesign or retirement

Product Manager, Product Innovation
September 2010 – September 2012
Wheels, Inc.
Des Plaines. IL

- Responsible for market research and validation of emerging product concepts
- Conducted user-centered design research
  - Organized and moderated several topical design brainstorming forums for clients
  - Participated and conducted research at several industry related conferences
- Prototyped 4-6 new product concepts each year
  - Introduced new technologies to Wheels including NodeJs, Gulp, AngularJs, MongoDB, Firebase, Sencha Touch,
- Produced designs for 2 award winning new products
- Lead UX Architecture and Strategy
- Managed a team of 2 UX designers and 2 UI developers

Senior User Experience Architect
May 2008 – September 2010
Wheels, Inc.
Des Plaines. IL

- Responsible for Visual Design, Wireframes, and Prototypes of ongoing products
- Designed, facilitated and reported on user testing of new product concepts
- Partnered with Marketing to ensure Brand Integrity in designs
- Coded and mentored front end developers on HTML5/CSS3/JSON/Javascript design execution
- Coded custom front-end components using ASP.NET 2.0/3.5 and C#

UX/UI Architect, Advisor
February 2012 – Present
Nervana Group, Inc.
Chicago, IL

Nervana is a start-up that has been in development of a new software platform that provides unique experiences and innovative technologies.

- UX/UI Architect for several Nervana Group's flagship products including the GhostWall, MixBoard and Social iPad Menus
  - Visual design using Adobe Illustrator and Photoshop
  - Front-end development using Flash, Sencha Touch, jQuery Mobile, and AngularJs
  - Middle-tier/Back-end development using ASP.NET 3.5/4.5, IIS 7.0, JavaScript, AJAX, JSON, MS SQL Server
- Conduct user experience research for various touch enabled displays
  - Set up Ghostwall and Mixboards at various locations for user participation and observation
  - Participated with several restaurants to beta test Social iPad Menu

UX/UI Architect Advisor
January 2009 – October 2011
Touch Taste Technologies, Inc.
Chicago, IL

Touch Taste Technologies, Inc. is a startup incubator concentrating on innovative products for the entertainment and service industries.

- AX/UI Architect for the Chicago Innovation Award winning TouchLife table
  - Visual design using Adobe Illustrator and Photoshop
  - Front-end development using Flash, Sencha Touch, jQuery Mobile, and AngularJs
  - Middle-tier/Back-end development using ASP.NET 3.5/4.5, IIS 7.0, JavaScript, AJAX, JSON, MS SQL Server

Co-Founder, CTO
July 2005 – May 2008
mDog
Chicago, IL

mDog provides mobile technology adopted by many leading content providers including: NASDAQ, Wall Street Journal, Forbes, Crain's Communication, and Careerbuilder.

- Key contributor to the company's strategy and planning
- Consulted with clients on consumer awareness, marketing, and partnership strategies related to their mobile initiatives
- Responsible for technology implementation and defining our software development methodology
  - Visual design using Adobe Illustrator and Photoshop
  - UI Architect using PHP, HTML/CSS, WAP
  - Dynamic image manipulation using ImageMagick
  - Back-end development using PHP and MySQL
- Operational management responsibilities included recruiting, training and managing our development staff
  - Hired a team of 3 people with no programming experience and trained them in less than weeks to dynamically mobilize websites within a day using a proprietary process

Creative Director
August 1997 – July 2005
Latham | Synchronized Relationship Marketing
Oak Brook, IL

Latham is a Digital and Direct Marketing Agency serving clients including: Whirlpool, Canon, Toyota, CitiFinancial, and Harrah's Casino.

- Responsible for creative direction of direct marketing, advertising, and interactive campaigns
- Managed a team of art directors, copywriters, and web developers
- Hired and managed a pool of freelance art directors and copywriters
- Conducted client presentations and proposals
- Designed and developed a proprietary online campaign management interface for clients using JAVA, Oracle, HTML/CSS

Principal Creative Director
May 1994 – August 1997
Kevin Crawford Design
Oak Park, IL

Digital and Graphic Design for clients including: The Equity Group, Banco Popular, JTC, and Group II Communications

- Provided creative direction for advertising, marketing collateral, package design, multimedia presentation, and film production
- Consulted with clients on marketing strategy
- Managed freelance art directors, photographers, and copywriters
- Responsible for project planning, media buying, client presentations, copywriting, press proofs

Partner, Creative Director
August 1984 – May 1994
Swiss Graphics
Chicago, IL

Graphic Design for clients including: American Academy of Orthopaedic Surgeons, Nation Pizza Products, Inc., Dellsher, and Bank of Chicago

- Key contributor to the company's strategy and planning
- Provided creative direction for corporate identity, advertising, marketing collateral, annual reports, package design, and signage
- Consulted with clients on marketing strategy
- Managed a multi-disciplinary team of art directors, photographers, and copywriters
- Responsible for project planning, media buying, team coordination, client presentations, copywriting, press proofs

Awards

American Business Awards 2015
Silver Stevie
Best Interface Design
DriverView - Wheels Inc.

American Business Awards 2012
Silver Stevie
New Product or Service
ChangeDriver - Wheels Inc.

Chicago Innovation Awards 2010
TouchLife - TouchTasteTechnologies, Inc.

Telly Awards 2004
Silver Telly
Broadcast
Big On You - DTRIC Insurance

Tempo Awards 2003
First Place
Interactive Marketing
HomeFront - Whirlpool Corporation

Tempo Awards 2003
First Place
Broadcast
Unbeatable - DTRIC Insurance

Eagle Awards 1993
Annual Report
Pioneer Bancorp, Inc.

Eagle Awards 1992
Annual Report
Pioneer Bancorp, Inc.

DESI Awards 1988
Graphic Design: USA
Corporate Brochures
Transco Products, Inc.