Kevin Kell, M.A.   User Experience Designer

Simple things please me

ABOUT

Kevin is an accomplished user experience designer of 20+ years who has worked with some of the premier technology companies in America. His engagement with companies such as Apple, Adobe, Cisco Systems, Intel, Intuit, NetApp, Oracle, and Yahoo! have given him a deep understanding of what it takes to design world-class user interfaces and experiences for highly complex products.

- Deep experience in cloud software development and consumer applications
- A track record of designing successful shipping products
- Helped redesign My Oracle Support; the main cloud tool for Oracle's $20 billion/yr. support business
- Mission is to champion the user experience within large development projects through evangelizing, writing articles, and speaking to teams
- Led the redesign of Cisco.com Learning which resulted in the Cisco Certified business growing $150 million
- B2B Enterprise / SaaS Cloud Apps / B2C Consumer Web Applications
- Apps: Sales, Customer Service, Data Visualization, FinTech
- Practice Areas: Cloud platforms, Social and Collaboration, Accessibility, Data Visualization

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EXPERIENCE

Principal UX Architect, Cleo, Inc. 2019 - Cur.

Currently at Cleo, a provider of a top cloud integration platform, I report to the Director of User Experience and work independently on the Cloud Integration product, a user-friendly interface to the integration system that is designed for non-technical SME's and Analysts. I owned and designed the post-sales customer experience which can be seen live at http://support.cleo.com.

UX Architect, Oracle, Inc. 2013 - 2019

At Oracle, I worked on strategic projects in the central UX group, reporting to the Vice President of UX and Applications where I focused on designing the UX for Sales Cloud, AI, and Service Cloud projects and providing design leadership to the larger UX team. In addition to redesigning My Oracle Support, a tool that is the primary tool for Oracle's $20 billion/yr. support division, one notable project was taking the Cloud Field Sales app from research to proof of concept to incorporation into the larger Cloud Sales product.

UX Architect, Badgeville, Inc. 2012 - 2013

Badgeville was a leading enterprise gamification startup. I reported to the V.P. of Product Management and built a User Experience team and practice for the company. My major tasks were to create a team and redesign Badgeville's flagship platform, bringing a more consumerized user experience to a complex enterprise product.

Lead Product Designer, Apple Inc. 2011 - 2012 (Contract)

One of the proudest engagements in my career, at Apple I was a core designer for several sales tools in the **IS&T** group. I used a full-cycle design process from user research to high-fidelity mockups adhering to the Apple design system. My designs are used by worldwide sales groups to coordinate sales and marketing of the iPhone and iPad. I also managed the portal design for the Made for i*Devices* (MFi) program.

Lead UX Designer, Cisco Systems, Inc. 2010 - 2011 (Contract)

The Quad project, eventually WebEx Social, is a high-profile collaborative social networking platform that is central to Cisco's collaboration strategy. On this project I was a lead designer who created designs for major aspects of the product such as content, collaboration, and administration. I worked closely with other design leads to produce innovative solutions for the enterprise market that but with a consumer feel to the user experience.

Principal Design Consultant, UsableXperience 1999 - 2010

As a UX design consultant, I have had successful relationships with both Web-based and software-based product development firms. My clients included *DreamWorks*, *Oracle*, *Yahoo!*, *Intel*, *Intuit*, and *NetApp* - all for whom I have delivered high-impact and innovative design solutions. My consultancy, UsableXperience, has been very successful in helping clients build best-in-class user experiences and truly orienting their product design to satisfying user needs and goals. Prior to founding the company I was Marimba's first UX designer.

EDUCATION

M.A., Social Psychology 1992 - 1995
University of Cincinnati, Cincinnati, OH

Emphasis in Human-Computer Interaction / Human Factors
Master's Thesis: "*The Electronic Mirror: Human-Computer Interaction and the Reflected Appraisals Process*"
◆ Published in **Computers in Human Behavior**, an Elsevier Science journal.

Selected Course Work

◆ Human Factors Program	◆ Research Methodology	◆ Psycholinguistics
◆ Technology and Organizational Change	◆ Cognitive Psychology	◆ Multivariate Statistics

COMPETENCIES

Skills	Technologies	Tools
◆ Team-centric, welcomes feedback	◆ CSS	◆ Sketch
◆ Consumer-facing; B2B products	◆ HTML	◆ InVision
◆ Interaction Design, Visual. Design, Usability	◆ PHP	◆ Adobe Creative Suite
◆ Large-scale productivity applications	◆ JavaScript	◆ Figma