Kevin Keen

thekeendesigns.github.io   kevin.keen99@gmail.com   (647) 468 1331

EDUCATION

University of Waterloo
April 2021 | GPA: 3.3/4.0

Honours Bachelor's of Global Business and Digital Arts

EXPERIENCE

Lay-Up
Graphic Designer
Sep 2019 - Aug 2020
Toronto, ON

Assisted company brand re-design working alongside design agency, Quiet as Kept. Created multiple marketing pieces for Lay-Up's first Virtual Summer Camp (Jumpstart's only funded project during COVID-19). Designed two annual summer reports for donors, partners, and board members. Worked on projects for Nike, MackHouse, and the Serge Ibaka Foundation. The designs helped Lay-Up reach a 20% followers growth on all digital platforms.

vivovii
UX Design Intern
May 2018 - Aug 2018
Toronto, ON

Led the research, design, prototyping, testing, and development of vivovii's new website aimed to improve user experience, created a simple system navigation that reflected latest business strategy. I also redesigned their consulting frameworks, which was later used for client proposals involving Quadreal, Masco, and Lifelabs. Worked alongside developers, senior consultants, and executives to deliver design implementations on time, with specific technical requirements. Lastly, I launched the new website rerouting the A Record and taught the Wordpress CMS for non-technical personnel to edit the website.

ACCOLADES

Map The Systems 2020
7th Place
Jan 2020 - Apr 2020

Researched and designed a detailed overview of the homeless landscape focusing on the LGBTQ+ community.

Essential UX Portfolios
Top 50
2019

Featured in Kyrillo Samaan's top 50 UX portfolios showcase, with designers from over the globe.

UXperience Design Camp
2nd Place
December 2019

Second place in TD/Deloitte sponsored Product Design camp.

SKILLS

Sketch, Figma, Adobe XD, Photoshop, Illustrator, Premiere, After Effects, Usertesting.com.

User research, quantitative research, design systems, wireframing, UI, UX, prototyping, product design, visual design. branding.

HTML/CSS, Javascript, Bootstrap CSS Flexbox, JQuery, Processing, Google Analytics, Wordpress.