STEPHEN JAMES KENNEDY
Design Leader & Strategist

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STEPHENJAMESKENNEDY@GMAIL.COM

MADISON, WI

678 471 8715

CURRENT ROLE

URBANFOOTPRINT
DESIGN DIRECTOR

First product design hire tasked with overhauling early-stage digital mapping product for Urban Planners. Led product discovery, usability testing, product concepting, and implementation with engineering teams. Now tasked with expanding design capacity as we enter our Series B growth phase, leading a team of product, UX, and visual designers to build out multiple products across new business verticals: government services, finance, and energy/utility enterprises.

INDUSTRY RECOGNITION: Fast Company Innovation By Design Award '21, GovTech 100 in '20 + '21, Inc. Best in Business '21

2018-PRESENT
MADISON, WI

OTHER EXP.

COORD, A SIDEWALK LABS COMPANY
DESIGN LEAD

First product design hire at Sidewalk Labs, to work on Coord: The integration platform for mobility providers, navigation tools, and urban infrastructure. By connecting app developers to services such as parking, tolls, and bike-share, Coord can unlock a seamless trip experience for people in cities.

2016-2018
NEW YORK, NY

IDEO.ORG
INTERACTION DESIGNER

Joined the Financial Health Program to design financial products and services explicitly for low-income communities in the US and internationally, in partnership with the Bill and Melinda Gates Foundation.

DESIGN RESEARCH: Fieldwork research in Tanzanian communities on how to increase the adoption of mobile money among low-income people in East Africa.

UI DESIGN: Improved the experience of mobile money agents by designing a multifacted commission reporting tool.

SYSTEM DESIGN: Improved incentive models for using mobile money based on a customer loyalty program.

2015-2016
SAN FRANCISCO, CA

CONSUMER FINANCIAL PROTECTION BUREAU
SENIOR DESIGN & TECHNOLOGY FELLOW

Joined inaugural fellowship program to use technology to empower consumers, provide market insight, and bring government effectively into the digital age.

UI DESIGN: Improved online complaint form intake completion rate through redesign of the complaint form digital experience, employing form UI best practices.

UI DESIGN, MAPPING & DATA: Assisted mortgage equal lending analysis by designing a geospatial data tool that correlates loan applications & urban social-demographic conditions.

UI DESIGN: Improved the experience of researching our complaint database by designing a custom search interface.

2013-2015
SAN FRANCISCO, CA & WASHINGTON, DC

EDU.

MIT
MASTER IN CITY PLANNING, DUSP

THESIS: "Transforming Big Data into Knowledge: Experimental Techniques in Dynamic Visualization"

SCHOLARSHIP: 2nd-year merit-based tuition award of $20,000, plus research position

RESEARCH ASSITANT with Prof. Ben-Joseph on new towns and parking lot design publication

TEACHING ASSITANT with Prof. Ben-Joseph on Site & Systems Planning Studio, Kiryat Gat, Israel

RESEARCH ASSITANT with Prof. Glasmeier developing an internal visualization & analysis curriculum

2010 - 2012
CAMBRIDGE, MA
GPA 4.60 / 5.00

GEORGIA TECH
BS INDUSTRIAL DESIGN

School of Industrial Design, College of Architecture, Highest Honors

STUDENT MERIT AWARD, committee-selected senior studio portfolio winner

PRESIDENT, Industrial Design Society of America, GT student chapter

STUDY ABROAD: Ingvar Kamprad Design Center, Lunds Universitet, Lund, Sweden

SUMMER PROGRAM: Integrated Design at Parsons New School for Design, NYC

2005-2009
ATLANTA, GA
GPA 3.84 / 4.00

AWARDS

SOCIAL IMPACT DESIGN AWARD 2013
American Institute of Architects

EXCELLENCE IN PUBLIC INTEREST DESIGN 2013
Design Corps & SEED Network

URBANSOS: GRAND PRIZE TEAM FOR "FIRM FOUNDATION" PROJECT 2011
AECOM student design competition, recipient of $25,000 implementation grant

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SKILLS

VISUAL DESIGN
ILLUSTRATOR, INDESIGN, PHOTOSHOP, DATA VISUALIZATION, SKETCHING, DIAGRAMMING, PHOTOGRAPHY

UX PROCESS
FIELD RESEARCH, USER TESTING, WIREFRAMING, JOURNEY MAPPING

PROTOTYPING
SKETCHUP, RHINO, CONCRETE CASTING, PHYSICAL MODEL-MAKING, SEWING

WEB DEV
HTML, CSS, GITHUB

DATA ANALYSIS
EXCEL, RSTUDIO (SOME)

MAPPING
ARCGIS & QGIS, MAPBOX STUDIO, MAPBOX GL JS (SOME)