

# Kevin Keen, Designer

## Portfolio / Contact

[thekeendesigns.github.io](https://thekeendesigns.github.io)

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## Education

### University of Waterloo

Honours Bachelor's of Interaction

Design and Business / [uwaterloo.ca](https://uwaterloo.ca)

Graduated in April 2021

## Skills

Figma, Photoshop, Illustrator, Premiere, After Effects.

HTML, CSS, Javascript, CSS Flexbox, Processing, Google Analytics, Microsoft Clarity, Excel, Azure Dev Ops, Jira, Confluence, and WordPress.

## Design

Data Visualization, Information Architecture, User Research, Design Systems, Data Analysis, Wireframing, Prototyping, Product Design, Stakeholder Engagement, Stakeholder Buy-In, Branding, and Print.

## Experience

### Product Designer, Valeyo (acquired by Constellation Software) / [valeyo.com](https://valeyo.com)

2023 - 2024 / Toronto, ON

- Designed and launched an Insurance Application and Loan Origination software for North American Credit Unions and Banks, enabling the processing of **150,000+** credit applications and insurance transactions.
- Onboarded **4 new B2B clients**, contributing to a total of **6,000** active users across two technology products during my tenure.
- Collaborated with Engineering, Product Managers, Data Analysts, and Business Analysts to align and implement new features and iterate on existing ones, enhancing UX and UI.
- Iterated on an outdated design system and collaborated with Designers to develop Design System 2.0, increasing developer efficiency in the front-end codebase.

### UX Designer, Questtrade / [questtrade.com](https://questtrade.com)

2022 / Toronto, ON

- I designed for a web-based investing platform managing over **\$15 billion** in assets under administration, integrating advanced portfolio management tools and real-time market analytics. My designs significantly enhanced the user experience for both retail and institutional investors, improving user ratings **from 2 stars to 3 stars**.
- Launched **2 major design features** to the Web-Trading platform, Trending Stocks and Education Mode. Delivered and launched multiple smaller UX projects for the Web-Trading platform.
- Collaborated with Development, Research, Visual, Content, and Product teams to deliver UX projects efficiently and meet tight deadlines.
- Conducted **7 UX audits** to identify UX, visual and content errors, and development bugs, resulting in significant improvements to the platform's UX and UI.
- Presented qualitative and quantitative metrics to secure stakeholder engagement and buy-in, resulting in authorization for the development of new design features for the platform.

### Product Designer, Perspect Analytics / [perspectanalytics.com](https://perspectanalytics.com)

2021 - 2022 / Waterloo, ON

- Designed IntelligentMRO, a data analytics product focused on using Machine Learning (ML) and Artificial Intelligence (AI) to improve efficiency and reduce costs for Maintenance, Repairs, and Operations.
- Shipped **5 interactive features** that allowed consumers and businesses to test the product before full onboarding, fostering trust and confidence and leading to the acquisition of new clientele.

## Activities

### Wilfried Laurier Design Mentor / [uxlaurier.com](https://uxlaurier.com)

2022 - 2024

- Mentoring 8 design teams at a design-na-thon by proposing ideas, edits, and general guidance for their design solutions.

### Essential UX Portfolios / [uxdesign.cc](https://uxdesign.cc)

2019

- Featured in Kyrillo Samaan's Top 50 [UX portfolios showcase](#), with designers from over the globe.