Kevin Keen, Designer

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LinkedIn

EDUCATION

University of Waterloo

Honours Bachelors of Interaction Design and Business

2017-2021

ACTIVITIES

Wilfrid Laurier Design Mentor

2022 – 2024

Mentored 8 design teams at a hackathon by proposing ideas, edits, and guidance for their design solutions.

Essential UX Portfolios

2019

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

SKILLS

Design

Data Visualization / Information Architecture / Design Systems User Flows / Wireframing Prototyping / Branding

Research

Surveys / User Interviews / Journey Mapping / A/B Testing / Usability Tests / Benchmarking

Tools

Figma / Usertesting.com / Photoshop / Illustrator / Premiere / After Effects

HTML / CSS / JavaScript, CSS Flexbox / Google Analytics / Microsoft Clarity / Azure Dev Ops / Jira / Confluence / WordPress.

EXPERIENCE

Valeyo (acquired by Constellation Software) / Product Designer

Jan 2023 – Jul 2024 / Toronto, ON

- Responsible for designing 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.
- Collaborated with Engineering, Product Managers, and Analysts to align and implement new features and iterate on existing ones, enhancing UX and UI on flagship products.
- Developed a new format to update DevOp stories for design-related tasks to minimize confusion between engineering and product.
- Helped onboard **4 new B2B clients**, contributing to a total of **6,000** active users across two technology products during my tenure.
- Developed a design system method to keep new components up-to-date across Figma boards, and created a guideline for adding new foundations, tokens, and components.

Questrade / UX Designer

Apr 2022 – Nov 2022 / Toronto, ON

- Responsible for designing the Web-Trading platform managing over **$15 billion in assets** under administration.
- Collaborated with Engineering, Research, Visual, Content, and Product teams to deliver UX projects efficiently and meet tight deadlines.
- Designed and launched two major design features for the Web-Trading platform: Trending Stocks, which updated lists of popular stocks for investors, and Education Mode, which allowed new investors to learn about investing while interacting with the live site.
- Conducted **7 UX audits** to identify UX, visual, content, and development bugs, significantly improving the platform's UX and UI.
- Presented qualitative and quantitative metrics to stakeholders to garner engagement and buy-in.
- Helped increase user satisfaction scores across all social platforms from **2 to 3 stars.**

Perspect Analytics / Product Designer

Jun 2021 – Apr 2022 / Waterloo, ON

- Responsible for designing 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.
- Collaborated with Engineering, and Product to **ship 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.