

Kevin Keen, Designer

thekeendesigns.github.io

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Education

University of Waterloo

Honours Bachelor's of Interaction

Design and Business

2017 - 2021

Activities

Wilfried Laurier Design Mentor / 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

2019

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

Skills

Design

Data Visualization, Information Architecture, Design Systems, User Flows, Wireframing, Prototyping, and Branding.

Research

Surveys, User Interviews, Journey Mapping, A/B Testing, Usability Tests, Benchmarking, and Multivariate Tests.

Tools

Figma, Usertesting.com, Photoshop, Illustrator, Premiere, and After Effects.

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

Experience

Valeyo (acquired by Constellation Software) / Product Designer

2023 - 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, Data Analysts, and Business 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

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 stakeholder's to garner engagement and buy-in.
- 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

2021 - 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.