

**Kevin Keen**, Designer

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

kevin.keen99@gmail.com

(647) 468 1331

[LinkedIn](#)

## EDUCATION

### **University of Waterloo** / 2021

Honours Bachelors of Interaction Design and Business

## ACTIVITIES

### **Bestfolios** / 2025

Portfolio curated with [top Designers](#) from the industry.

### **Wall of Portfolios** / 2025

Nominated to be featured amongst the [top 30% of submitted portfolios](#) to be showcased on a collective site.

### **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 / Cursor / Figma Make / Photoshop / Illustrator / Premiere / After Effects/ HTML / CSS / JavaScript / Clarity / Azure DevOps / Monday / WordPress

## EXPERIENCE

### **GFL Environmental** / Product Designer

Mar 2025 - Current / Toronto, ON

- Designing fleet management dashboards that enables operation teams to monitor vehicle health, routes, and performance, helping reduce downtime and improve visibility into daily operations.
- Designing a billing software that simplifies complex financial data for internal teams, improving accuracy and turnaround time for client invoicing.
- Designing an eCommerce experience for customers to easily manage waste services, payments, and order requests through a more intuitive, accessible interface.

### **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.
- Developed a new format to update DevOp stories for design-related tasks to minimize confusion between engineering and product.

### **Questrade** / UX Designer

Apr 2022 - Nov 2022 / Toronto, ON

- Responsible for designing the Web-Trading platform managing over **\$15 billion in assets** under administration.
- 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.

### **Perspect Analytics** / Product Designer

Jun 2021 - Apr 2022 / Waterloo, ON

- Responsible for designing IntelligentMRO, a data analytics product focused on using Machine Learning and Artificial Intelligence to improve efficiency and reduce costs for Maintenance, Repairs, and Operations.