

Kevin Keen, Designer

thekeendesigns.github.io

kevin.keen99@gmail.com

(647) 468 1331

[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 /
Cursor AI / Clarity / Azure DevOps
/ Jira / Confluence / WordPress

EXPERIENCE

GFL Environmental / Product Designer

Mar 2025 - Current / Toronto, ON

- Designing CRM, billing and operations management software for waste collection and waste products recycling services to commercial and industrial customers across Canada and US.

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.
- 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.
- 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.
- 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.