

**Kevin Keen**, Designer

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

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## 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.