

Kevin Keen, Designer

Portfolio / Contact

thekeendesigns.github.io

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(647) 468 1331

Education

University of Waterloo

Honours Bachelor's of Global Business
and Digital Arts / uwaterloo.ca

Graduated in April 2021

Skills

Figma, Photoshop, Illustrator, Premiere,
After Effects.

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

Design

Data Visualization, Information
Architecture, User Research, Design
Systems, Data Analysis, Wireframing,
Prototyping, Product Design, Stakeholder
Engagement, Stakeholder Buy-In,
Branding, and Print.

Experience

Product Designer, Valeyo (acquired by Constellation Software) / valeyo.com

2023 - 2024 / Toronto, ON

- Designed and launched 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.
- Onboarded **4 new B2B clients**, contributing to a total of **6,000** active users across two technology products during my tenure.
- 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.
- Iterated on an outdated design system and collaborated with Designers to develop Design System 2.0, increasing developer efficiency in the front-end codebase.

UX Designer, Questrade / questrade.com

2022 / Toronto, ON

- I designed for a web-based investing platform managing over **\$15 billion** in assets under administration, integrating advanced portfolio management tools and real-time market analytics. My designs significantly enhanced the user experience for both retail and institutional investors, improving user ratings **from 2.5 stars to 4 stars**.
- Launched **2 major design features** to the Web-Trading platform, Trending Stocks and Education Mode. Delivered and launched multiple smaller UX projects for the Web-Trading platform.
- Collaborated with Development, Research, Visual, Content, and Product teams to deliver UX projects efficiently and meet tight deadlines.
- Conducted **7 UX audits** to identify UX, visual and content errors, and development bugs, resulting in significant improvements to the platform's UX and UI.
- Presented qualitative and quantitative metrics to secure stakeholder engagement and buy-in, resulting in authorization for the development of new design features for the platform.

Product Designer, Perspect Analytics / perspectanalytics.com

2021 - 2022 / Waterloo, ON

- Designed 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.
- Shipped **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.

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.