

MORGANKENNEDY



morgankennedy.me



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602.334.7509

EDUCATION

General Assembly

User Experience Design Immersive

San Francisco, CA
June - August 2014

Coursework: Design Process, User Research, Wireframing, Rapid Prototyping, Usability Testing, Interaction Design, Collaboration, Presentations and Documentation

Arizona State University

Bachelor of Arts, Design Management
Minor, Psychology

Tempe, AZ
Class of 2014

Coursework: Web Programming, Web Design, Design Entrepreneurship, Design and Human Behavior, Social Psychology, Marketing, Economics, Research Methods, Statistics

TOOLS

Web Development HTML5, CSS3, JavaScript, JQuery

Visual Design Adobe Creative Suite, Sketch

UX Invision, Omnigraffle, Flinto, Axure, Balsamiq, PopApp, Keynote

PROFESSIONAL EXPERIENCE

Mohinders

User Experience Design Consultant

San Francisco, CA
July 2014

Worked with a footwear startup to build out the consumer side of their business by expanding knowledge of their target markets. Performed user research, analyzed competitor strategies, and created personas based on findings. Redesigned Mohinders' e-commerce site to better tell the Mohinders story and engage customers while also meeting stakeholder needs.

Skills: Stakeholder Interviews, Competitive Analysis, User Research Surveys, Personas, User Flows, Wireframes, Visual Mockups, Prototypes, Usability Testing

Whistle Labs, Inc.

Marketing Intern

San Francisco, CA
May - July 2013

Executed product marketing strategy for the launch of Whistle's pet activity monitor as one of a two-person marketing team. Focused on social media marketing including content creation and curation, user engagement campaigns, analytics and tracking, and influencer outreach. Created visual assets and copy for blog, email marketing, and physical collateral.

Marketing efforts resulted in 590 devices pre-ordered within first 3 months, 4,555 Facebook likes, 422 Twitter followers, 90 Pinterest followers, 130 Instagram followers, and 580 thank you packages sent to founding hounds.

Jade Studio Productions

Creative Intern

San Francisco, CA
June - August 2011

Edited and retouched photos, designed album layouts, and produced final products for photography & design studio on Treasure Island. Provided recommendations for marketing strategy based on analysis of competitors' advertising and brands.

Skills: Photoshop CS5, Adobe InDesign, Adobe Illustrator