

Kevin Hawkins

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Sr Product Designer - UX/UI

Kevin is an end-to-end product designer with a “science for simple.” He embodies user-centered design, user research, and atomic design to create intuitive user interfaces and happy digital customer experiences. His experience with front-end web development, business ownership, and design consulting make him a well-rounded problem solver, balancing budget, engineering, & timeline restraints.

Experience (9+ years total, 7+ years UX)

Gap Inc., Sr UX & Customer Loyalty Lead *Aug 2017 - Present*

I lead design for global consumer payment products, the BRIGHT Rewards products, and initiatives to incentivize cross-brand shopping at Gap, Old Navy, Banana Republic, Athleta, and partners. I also lead a cross-brand design system via component design, usability testing, and ADA compliance. Location: SF

Circular Board, Product Design Lead *Feb 2017 - Jul 2017*

I led Product Design for a startup accelerator that produces an AI product. I strategized & conducted user research, led product roadmapping, UI/UX design, and reviewing analytics. I executed branding, marketing collateral, and product iteration based on user feedback & KPI performance to improve user acquisition and customer happiness. I also worked hand-in-hand with engineers to ensure accurate interaction design and creation of a component library. Location: SF

Freelance, Product Design Consultant *June 2008 - Feb 2017*

I provide product design services to businesses in the Washington DC and San Francisco Bay areas such as JPMorgan Chase, Uber, Yahoo, Vogue, GW University, Urban Institute, and the Robert Wood Johnson Foundation. My services include: UI design, UX, Accessibility (Section 508, etc), Cross-Browser Optimization, Information Architecture, Wireframing, Prototyping, User Testing, QA testing, and front-end dev.

JPMorgan Chase, Product Designer *Dec 2016 - Feb 2017*

I iterated the design of digital products—systematically, interactively, and visually. I partnered with engineering, product management, and research. I elucidate product strategy: visually and linguistically. I worked on redlining, implementation, and QA. I helped evolve design standards and update modular design guidelines. Location: San Francisco

Capital One, Product Designer *Mar 2016 - Oct 2016*

I worked as a Product and UX designer in the Commercial Bank line of business dedicated to payment, electronic resource management, and other B2B/enterprise web and mobile solutions. Skills Utilized: Style Guide Design, Build Book Web Development, User Testing, Persona Development, Wire-framing, Interactive Prototyping, Mockup Design, User Interface Design, Front-End Web

Methods

User Research

- User Task Analysis
- Focus Group Testing
- Empathy Interviews
- Usability Lab Studies
- Clickstream Analysis
- Dynamic A/B Testing

UX Design

- Competitive Analysis
- Stakeholder Interviews
- Content Auditing
- Persona Development
- Use Case Writing
- Storyboarding
- Journey Mapping
- Wireframing
- Mockup Design
- Interactive Prototyping
- Accessibility Testing
- Beta Launch Mgmt.

Technologies

Web Development

- HTML (10 yrs)
- CSS (10 yrs)
- JavaScript (8 yrs)
- Bootstrap (6 yrs)
- Foundation (6 yrs)
- WordPress (6 yrs)
- Squarespace (4 yrs)
- Drupal (4 yrs)

Tools

- Sketch (4 yrs)
- InVision (4 yrs)
- Adobe Suite (9 yrs)
- Omni Graeff Le (5 yrs)
- Zeplin (4 yrs)
- Flinto
- Axure
- Balsamiq

Development, Marketing Strategy, and Agile Project Management. Location: Tysons, VA (HQ)

CoStar Group, UI Design Consultant *Jan 2016*

Worked in for a UI & UX redesign for iPhone and iPad versions of the CoStar Go app. Updating styles and improving interaction design & user experience. The update was a more intuitive approach for users to access to wealth of data stored by CoStar on realty properties. Location: Washington, DC

American Chem. Society, UX Designer/Dev *May 2015 - March 2016*

I worked with leaders at the world's largest scientific society, I re-designed web pages, interactive tools, and applications for chemistry students to Nobel Prize-winning expert scientists. My work touched & improved the exp. of 500k+ users across all product interactions. Skills: User Testing, UI design, wireframing, prototyping, & front-end web development. Location: Washington, DC

The Brookings Institution, Designer *Feb 2015 - May 2015*

I conceptualized and created interactive visual presentations of highly-complex data. I worked closely with Brookings researchers to develop visual content strategies and identify new opportunities for creating engaging visual content on the Brookings site. Met MoM growth goals on all content. I created branded marketing campaigns, social media marketing collateral, web interactives, and more for research programs and partnership projects. Location: Washington, DC

U.S. Federal Reserve Bank, Design Consultant *Oct 2014 - July 2015*

Contracted as a Creative Director to conceptualize, design, and code branded storytelling websites with partnered non-profits. Led visual design, A/B testing, analytics, and web development. Location: Remote

Edelman Fin. Services, Comm Coordinator *Nov 2013 - July 2015*

Assisted and improved upon client communication methods via web development modernization and re-design. Gathered and analyzed data from website, e-commerce, and email analytics. Facilitated mobile-friendly & responsive optimization for the web. Contributed to the company's re-branding & digital marketing strategies. Designed & Developed/Coded email communications for event marketing. Executed lead generation & nurturing. Crafted copy for emails & marketing graphics. Location: Fairfax, VA

Education

Adaptive Path, San Francisco, CA *July 2016*

Non-Degree, UX Intensive

Art Institute of Washington, Alexandria, VA *2011 - 2013*

Associates of Arts (Incomplete), Web Design & Interactive Media

Accolades

- Winner of Uber's "Hacking The Last Mile" Hackathon in February 2016
- Participant in the Grindr's Hack4Equality 2016 Hackathon, in partnership with the White House, Planned Parenthood, HackerNest, and Devpost.
- Member: AIGA, MIMA, and User Experience Professional Association