

Kevin Hawkins

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Product Design Manager

I am an end-to-end product designer with a “science for simple.” Through user-centered design, user research, and atomic design I work with a team to create intuitive user interfaces and positive customer experiences. My experience with front-end web development, business ownership, and business consulting have allowed me to hone my problem solving skills, manage \$2M P&L, lead engineering teams, & navigate tight timeline restraints as an agency.

Experience (10 years total, 9+ years UX)

Booking.com, Senior UX Design & Team Lead *June 2019 - Present*

As a senior UX Designer at the world’s largest travel booking platform, I collaborate with researchers, copywriters, PMs, and marketing to launch and optimize digital products for customers in 65+ languages, worldwide. I mentor 2-3 designers, contribute to UX community projects, host fun events for the department, and contribute to design system standards. Location: Amsterdam

PwC New Ventures, Design Lead *June 2018 - May 2019*

As a consultant/contractor, I led UX Research and UI design for the Cybersecurity vertical of New Ventures platform and contributed to design system and design team standards for the overall division. New Ventures was established to enable PwC to invest in new business models that leverage the firm’s knowledge and build solutions for the evolving marketplace. Location: DC

Gap Inc, Sr UX Designer & Loyalty Team Lead *Aug 2017 - June 2018*

I led 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 led 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 provided 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 included: end-to-end product design, Accessibility (Section 508, etc), Cross-Browser Optimization, Information Architecture, Wireframing, Prototyping,

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
- Alpha/Beta Release Mgmt.

Technologies

Web Development

- HTML (14 yrs)
- CSS (14 yrs)
- JavaScript (11 yrs)
- Bootstrap (8 yrs)
- Foundation (7 yrs)
- WordPress (7 yrs)
- Squarespace (6 yrs)
- Drupal (6 yrs)

Tools

- Figma (2.5 yrs)
- Sketch (6 yrs)
- InVision (6 yrs)
- Adobe (13 yrs)
- Omni Graeffle (7 yrs)
- Zeplin (6 yrs)
- Flinto
- Axure
- Balsamiq

User Testing, QA testing, and front-end dev.

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

I iterated the design for online banking products. 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 Development, Marketing Strategy, and Agile Project Management. Location: Tysons, VA (HQ)

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

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

The Brookings Institution, Interaction Designer *Feb 2014 - May 2015*

I conceptualized and created interactive visual presentations of highly-complex data. I worked closely with academic 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

Edelman Fin. Services, Comm. Coordinator *Feb 2013 - Feb 2014*

Society for Neuroscience, Comm. Designer *Aug 2012 - Feb 2013*

Chez Kevito, Creative Director *Jun 2008 - Jan 2015*

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
- Special Mention in the Hack4Equality 2016 Hackathon, in partnership with the White House, Planned Parenthood, HackerNest, and Devpost.
- Member: AIGA, MIMA, and UXPA