

Kevin Keen, Designer

thekeendesigns.github.io

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[LinkedIn](#)

EDUCATION

University of Waterloo

Honours Bachelors of Interaction

Design and Business

2017 - 2021

ACTIVITIES

Wilfrid Laurier Design Mentor

2022 - 2024

Mentored 8 design teams at a [hackathon](#) by proposing ideas, edits, and guidance for their design solutions.

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 / Ustesting.com / Photoshop / Illustrator / Premiere / After Effects

HTML / CSS / JavaScript / CSS Flexbox / Google Analytics / Microsoft Clarity / Azure DevOps / Jira / Confluence / WordPress

EXPERIENCE

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.
- Collaborated with Engineering, Product Managers, and Analysts to align and implement new features and iterate on existing ones, enhancing UX and UI on flagship products.
- Developed a new format to update DevOp stories for design-related tasks to minimize confusion between engineering and product.
- Helped onboard **4 new B2B clients**, contributing to a total of **6,000** active users across two technology products during my tenure.
- Developed a design system method to keep new components up-to-date across Figma boards, and created a guideline for adding new foundations, tokens, and components.

Questrade / UX Designer

Apr 2022 - Nov 2022 / Toronto, ON

- Responsible for designing the Web-Trading platform managing over **\$15 billion in assets** under administration.
- Collaborated with Engineering, Research, Visual, Content, and Product teams to deliver UX projects efficiently and meet tight deadlines.
- 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.
- Helped increase user satisfaction scores across all social platforms from **2 to 3 stars**.

Perspect Analytics / Product Designer

Jun 2021 - Apr 2022 / Waterloo, ON

- Responsible for designing 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.
- Collaborated with Engineering, and Product to **ship 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.