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| **KENNARD S. BAKER**SR. UX / UI / I x D / CX / GFX / VIZ DESIGNER |
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| **#PROFILE**I create a digital space where every interaction feels intuitive, every click purposeful, and every visual element resonates with users. That’s the world of UX/UI design, where I blend my artistry with psychology to create seamless experiences. My designs don’t just look good; they guide users effortlessly through your product, maximizing engagement and satisfaction. With meticulous attention to detail and a deep understanding of human behavior, I craft interfaces that captivate, simplify, and delight. Elevate your digital presence with my UX/UI expertise, and watch as users not only navigate your product but truly enjoy the journey. |
| **#EXPERIENCE** |
| **Sr. UX/UI Designer at Walmart Global Tech, Bentonville AR** | OCT 2023 – RECENT |
| * Creating UX/UI designs in collaboration with developers and user research teams, ensuring meticulous and skilled implementation through Figma design components.
* In my role as a UX Auditor, I pinpointed and prioritized findings from the client’s past designs, generating a comprehensive list of enhancement recommendations.
* Leveraged user research sessions and UX research methodology to evaluate and predict user behavior, providing valuable insights to shape and direct the development of the user experience strategy.
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| **Sr. UX/UI Designer at Sakesh Solutions LLC, Sugar Land TX** | FEB 2023 – OCT 2023 |
| * Employed open-ended discussions and panel sessions to analyze and identify issues with contemporary UX/UI and visual design concepts for new products.
* Developed the user experience and interface for the customer journey map, visually illustrating how consumers interact with the applications.
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| **Sr. UX/UI Designer at OC Department of Education, Costa Mesa CA** | JAN 2023 – MAY 2023 |
| * After gaining insight into the project’s objectives, analytics, and user mental models, the design strategy was conceptualized.
* Developed a thorough UX redesign strategy for the current product, targeting usage patterns, features, and pain points of the existing system.
* Produced detailed page-by-page UX redesign proposals accompanied by clear, comprehensive documentation.
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| **Sr. UX/IX Designer at Weatherford International, Houston TX** | FEB 2022 – JUL 2022 |
| * Generated UX/UI assets for both iOS and Android applications, comprising flowcharts, interaction designs, wireframes, mockups, and prototypes.
* Implemented UX/UI best practices and components to ensure a smooth user experience, particularly with remote project teams.
* Produced captivating visuals within an agile workspace, aligning with brand specifications for both the business and the products.
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| #**EXPERIENCE** | **(CONTINUED)** |
| **Freelance GFX Designer in Southern CA** | NOV 2020 - FEB 2022 |
| * Balanced artistic expression with client requirements to achieve successful design outcomes.
* Delivered projects on time, within budget constraints and maintaining a high level of professionalism while building a strong portfolio of diverse design work to showcase skills and attract new clients.
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| **Sr. UX/UI Designer at Western Mutual Insurance, Newport Beach CA** | OCT 2019 - NOV 2020 |
| * Revamped and modernized the current UX/UI design interface for online applications, utilizing wireframes and high-fidelity screen compositions.
* Developed meticulously front-end HTML/CSS code that ensures pixel-perfection, cross-browser compatibility, and faithfully replicates the UI compositions.
* Oversaw agile/scrum projects, ensuring alignment with schedules, tracking redesign milestones, and setting weekly project objectives.
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| **Sr. UX/IX Designer at Homeowners Toolbox, Irvine CA** | MAR 2018 - SEP 2019 |
| * Utilized Bootstrap and other techniques to design and develop front-end UX/UI for a variety of mobile apps and web portals.
* Collaborated closely with cross-functional teams including developers, product managers, quality analysts, and stakeholders throughout the design process. This involved crafting user flows, wireframes, and both low and high-fidelity interface mockups and prototypes.
* Produced wireframes, sketches, and concepts, leveraging HTML, CSS, and JS to build web prototypes. Additionally, designed the UX/UI for web-based control panels enabling real-time content management for mobile apps using WebSocket technology mobile app in real-time utilizing WebSocket.
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| **Freelance Sr. UX/GFX/Web Designer in LA & Orange County** | MAR 2017 - MAR 2018 |
| * I undertook project management, UX/UI design, prototyping, wireframing, and front-end development within a team focused on crafting web and mobile applications for a varied clientele.
* I introduced design concepts, crafted high-level storyboards, and developed both low and high-fidelity prototypes encompassing end-to-end workflows and micro-interactions.
* Daily coordination with project teams ensured goal alignment and swift delivery of pixel-perfect assets, facilitating seamless functionality across web, mobile, and desktop applications on multiple browsers.
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| **Sr. UX Designer at Alelo TLT, Culver City CA** | JAN 2016 - FEB 2017 |
| * As the lead designer in a multidisciplinary team, I spearheaded the envisioning, conceptualization, and development of an online and digital multimedia application designed to prepare American service members for deployment overseas.
* I led the recent transformation of the company’s flagship product, utilizing Bootstrap and ReactJS technologies, while also defining the new visual direction for the VCAT product.
* I coordinated project management and development efforts to ensure timely completion of designs while meeting all necessary requirements.
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| **Sr. UX/GFX/Web Designer at Empower Software (UKG), Newport Beach CA** | OCT 2007 - DEC 2015 |
| * As a member of a collaborative team, I contributed interface and visual designs to an all-in-one SASS web application suite encompassing HR, Payroll, Tax, Check Printing, Time and Attendance, Workforce Management, and Employee Benefits.
* Collaborating with product management teams and engineers, I ensured a cohesive brand identity across the mobile application through unified visual and interface designs.
* Leveraging Microsoft Silverlight and XAML, I designed the interface, while development was facilitated with Visual Basic, SQL, ASP, ASP.NET, and C#.
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| **UX/UI/Web Designer at Hitachi Consulting, Irvine CA** | FEB 2007 - SEP 2007 |
| * As a consultant, I contributed to ideation and provided creative direction for video production, graphic design, UX/UI website development, asset creation, and evaluation of existing visual presentations.
* I spearheaded the user experience and user interface design aspects of multiple projects, guiding activities such as user and market research, wireframing, visual design, interaction design, branding, and the creation of diverse deliverables.
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| #CONTACT |
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| **WEB**DEADMAN.LLC |
| #EDUCATION |
| **UCLA - Westwood, CA** |
| Human Factor EngineeringHuman Center DesigningHuman-Machine InteractionHuman-Computer InteractionInteraction DesignVisual DesignGraphic Design |
| #AWARDS &HONORS |
| **Symantec Corporation**Design team received awards for both User Interface and Graphic Design from our esteemed peers.**Products:**Norton Utilities, Norton Desktop, and Norton AntiVirus**Quarterdeck Corporation**Design team received awards for both User Interface and Graphic Design from our esteemed peers.**Product:**RealHelp |
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| #SKILLS |
| **UX Methods*** Agile/MVP
* Waterfall/Sprints
* Empathy
* Brainstorm
* Whiteboard
* AWS & Cloud
* Storyboard Telling
* Prototyping
* Wireframe
* Conceptual
* Mockup
* Personas Development
* Usability Research
* A/B Testing
* User Research
* Heuristic Evaluation
* Card Sorting
* WCAG, ADA & 508
* Regression Testing
* Revision Management
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| **Tools*** Photoshop/Illustrator
* Figma/XD/Sketch
* AEM/Phenom
* Microsoft
* HTML/CSS/JavaScript
* ADA/508
* Bootstrap
* LiquidPlanner!
* Jira, Aha! & Asana
* GitHub
* After Effects/
* Premiere
* Pro Tools
* Reason
* Fruit Loops
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| **Design*** Interaction
* Interface
* Cognitive
* Touch
* Gesture
* Visual
* Customer Experience
* Illustration
* Motion Graphic
* Information Architecture
* Data Visualization
* Brand
* Digital Production
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