

KENNARD S. BAKER



SR. UX / UI / IxD / CX / GFX / VIZ DESIGNER

#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 & Graphic Designer at Top Tier Mortgage Banker, Los Angeles CA MAR 2024 - RECENT

- Led end-to-end UX/UI design for key projects, collaborating with teams to create responsive, user-centered designs that boosted engagement.
- Conducted user research and testing (interviews, surveys, A/B) to identify pain points and deliver intuitive designs, improving user satisfaction.
- Developed design systems and style guides, ensuring consistency and reducing development time with reusable components.

Sr. UX/UI Designer at Walmart Global Tech, Bentonville AR OCT 2023 - FEB 2024

- 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.

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.

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.

#CONTACT



PHONE

+714 805 3981



EMAIL

KENNY.BAKER@GMAIL.COM
KENB@DEADMAN.LLC



LINKEDIN

/KENNARD-BAKER/



WEB

DEADMAN.LLC

#EDUCATION

UCLA - Westwood, CA

Human Factor Engineering
Human Center Designing
Human-Machine Interaction
Human-Computer Interaction
Interaction Design
Visual Design
Graphic 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

I received the prestigious ID Magazine award for our outstanding UI and GFX Design achievements at Comdex.

Product:

RealHelp

#EXPERIENCE

(CONTINUED)

Sr. UX/UI 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.

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.

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.

Sr. UX/UI 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.

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.

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 the necessary requirements.

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#.

#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

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

Design

- Interaction
- Interface
- Cognitive
- Touch
- Gesture
- Visual
- Customer Experience
- Illustration
- Motion Graphic
- Information Architecture
- Data Visualization
- Brand
- Digital Production