
KEVAN MCGOWAN

interactive product designer

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WORK EXPERIENCE

09/2013-present

ProQuest Ebook Central, User Experience Lead

Lead the redesign of an extensive eBook Publishing CMS. Translated complex business requirements and workflows into clean and intuitive user flows and page designs. Regularly prototype & user test designs. Designed and validated various product enhancements for a sales reporting tool. Also led the discovery and evaluation process of a recently acquired product and provided strategic guidance.

02/2015-10/2015

Freeform Development, Design Consultant, Oakland, CA

Led the design and discovery processes for a rich web tool which enables artists to customize and optimize monetizable mobile apps. Conducted competitor research, outlined effective design strategy and actively oversaw and took part in all facets of the design process including: feature prioritization, information architecture, wireframing, visual design and prototyping.

02/2012-09/2013

BitTorrent, Inc. Sr. Interaction Designer, San Francisco, CA

Led UX for SoShare, a web-based file transfer service. Regularly utilize lean development practices and rapid A/B testing via Optimizely. Previously led UX design for the company's flagship products, µTorrent & BitTorrent, which serve over 150 million users. Additionally, led the mobile Android app redesign. Regularly conducted and analyzed live user testing. Created high-fidelity prototypes, wireframes, personas and user stories.

05/2011-03/2012

Kodak Gallery, Sr. Interaction Designer, Emeryville, CA

Led UX for all merchandise-related interactive content. Led the redesign process of a calendar rich web application. Led the design process for a mobile shopping iPhone application. In addition, I provided usability design expertise to product merchandising and marketing efforts. Conducted, observed, and analyzed user testing.

02/2010-03/2011

A Bit Lucky, Inc., Lead Interaction Designer, San Mateo, CA

Led and executed the strategy and implementation of UX & UI elements across websites, games, product, and promotional materials. Conducted and coordinated live user testing and analyzed user feedback related to art style, interface usability, and branding. Managed outside contractors.

10/2008-11/2009

SmartyCard. Interaction Designer, San Mateo, CA

Redesigned the child registration process that dramatically improved completion rates. Acted as a lead UI/UX designer to streamline parent account interactions. Hand-coded & designed various site elements including: homepage & interactive help.

EDUCATION

San Francisco State University, Master of Arts in Industrial Arts (02/2007) with emphasis in visual communication, UX design, color theory, & UI design. Acted as TA for various visual and web design courses. GPA: 3.8

University of California at Santa Cruz, Bachelor of Arts, Politics (06/2001)

Successfully completed courses in Graphic Design, Art History and Film. Exhibited strengths in writing.

West Valley Community College (09/2001-05/2003)

Completed various design software courses. Member, West Valley Design Group.

SPECIALTIES

Interaction Design, UX Design, User Testing, Prototyping, Product Strategy, Agile Development & Scrum, Visual Design and Rich Web Application Design.

Highly proficient with Sketch App, uxp.in.com, Adobe Creative Suite (Photoshop, Illustrator), Balsamiq & OmniGraffle.

Proficient in coding XHTML & CSS. Familiar with Javascript, Bootstrap & JQuery.

REFERENCES

References available upon request.

“Kevan is by far one of the best Interaction Designers I have had the pleasure to work with. He is a strong advocate for the user and providing the best user experience, he really understands the big picture and flow of what a user wants.

I'd recommend him in a heartbeat to anyone who wants to take UX and design to the next level.”

Liza Walsh, UX Team Manager, BitTorrent