

# KEVAN M<sup>C</sup>GOWAN

**Interactive Product Designer**

email: kevan@kevanmcgowan.com

phone: 510/708.3845

web: kevanmcgowan.com

## WORK EXPERIENCE

### **09/2013 - PRESENT**

ProQuest, User Experience Lead

Led the redesign of an extensive enterprise book selling platform called OASIS and an eBook Publishing CMS. Translated complex business and user requirements and workflows into clean and intuitive user flows and page designs. Regularly prototyped & user tested designs. Led extensive user research initiatives and customer panel interactions. Defined the product roadmap and strategy while facilitating communication with stakeholders and other team members.

### **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 the design and discovery processes for a rich web tool which enables artists to customize and Led UX for SoShare, a web-based file transfer service. Regularly utilize lean developemnt 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 the design and discovery processes for a rich web tool which enables artists to customize and Led UX for SoShare, a web-based file transfer service. Regularly utilize lean developemnt 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.

**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

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.

## EDUCATION

**10/2008**

Master of Arts in Industrial Arts, San Francisco State University

Emphasis in visual communication, UX design, color theory, & UI design.

**06/2001**

Bachelor of Arts — Politics, U.C. Santa Cruz

## SPECIALTIES

Interaction Design, UX Design, User Research, 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), Axure RP & 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