

KATHLEEN KENNEY



LINKEDIN

[linkedin.com/in/
kathleevkenney/](https://www.linkedin.com/in/kathleevkenney/)

EMAIL

kenneykv@gmail.com

PORTFOLIO

kathleenkenney.com

TOP SKILLS

User Centered Design
Interdisciplinary Team Lead
Qual + Quant Research
UX Audits: NN/g + 508
Data Visualizations
Roadmap Planning
UX Artifact Creation
Design + Prototyping
AI Chat Bots
Project Management

AWARDS

Webby Award
SIIA CODiE Award
2 x Communicator Award
HotelTechAward

PROFESSIONAL SUMMARY

Award-winning UX leader accomplished at managing teams across multiple projects with a track record of evangelizing user centered design, solving problems with data, accessibility/inclusivity and collaboration. Notable accomplishments include directing the UX/UI redesign of all the new PBS apps and websites and winning industry awards for projects across most major categories.

UX LEAD / TACTIS / AUG 2022 - CURRENT (1.5 YEARS)

- Conducts discovery activities such as stakeholder interviews, subject matter expert interviews, proto-persona ideation, reviews existing research, plans research, UX heuristic audits, competitor research/analysis, google data product suite analysis, baseline user testing, surveys, tree-testing, card-sorting and reports on key findings.
- Leads interdisciplinary team responsible for creating new artificial intelligence powered customer experience chat bots for multiple clients.
- Leads human centered design innovation workshops for commercial and government clients to brainstorm ideas, gather and prioritize project goals, create key progress indicators and follow through on roadmaps for present and future research and UX methodologies.
- Plans, manages and executes mixed method qualitative and quantitative research roadmaps.
- Analyzes research findings and provides recommendations for product features, content and interface optimizations.
- Creates and presents artifacts that communicate findings and ideas such as goal/KPI tables, personas, empathy maps, storyboards, user journeys, service maps, core data models, process flows, sitemaps, personas, and more.
- Creates and present application agnostic annotated UX and UI designs such as wireframes, moodboards, user interface mockups, animations, interactions, design systems and interactive prototypes that clearly illustrate future product functionality.
- Creates and presents case studies, methodologies and best practices at conferences.

UX CONSULTANT / REINGOLD, INC / JULY 2019 - AUG 2022 (3 YEARS)

- User experience research and design consulting for creating and enhancing digital products for clients such as National Football League (NFL), Veteran Affairs (VA), National Assessment Governing Board (NAGB), St. Jude's Children's Hospital, Pet Partners, Northern Virginia Black Chamber of Commerce (NVBCC), National Institutes of Mental Health (NIMH) and more.

DIGITAL DESIGN DIRECTOR / PBS / OCT 2016 - MAY 2019 (3 YEARS)

- Managed and hired team responsible for the user experience of PBS digital streaming and learning products including PBS.org, mobile and OTT apps (Apple TV, Roku, etc), PBSLearningMedia.org, PBS Kids for Parents. Cont...

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- Brought PBS into the modern age by creating an integrated user centered design UX process including templates, systems, and training materials. Ensures product usability, consults with other team members on usability issues and participates in user testing and other user experience methodologies.
- Collaborates with product team members to coordinate schedules and prioritize deliverables.
- Employs industry-standard technologies to produce work
- Responsible for maintaining professional skill level, including knowledge of industry trends.
- Works within a collaborative, Agile environment, and adapts to necessary Agile processes.

UX LEAD / SPARK EXPERIENCE / OCT 2012 - MAY 2019 (7 YEARS)

UX RESEARCH

- Strategizes with clients and project team across the length of the project to select strategic research methodologies, create project scope, budget and timeline.
- Conducts pre-research workshops and creates/presents deliverables.
- Conducts longitudinal studies, contextual inquiries, journal studies, user interviews, usability testing, card sorts, tree tests and user surveys.
- Evaluates research findings, makes design recommendations and creates post-test deliverables such as wireframes, site maps, flow diagrams, annotated screen/graphic mock ups, style guides and other interaction documentation.
- Analyzes and creates visual representation for electroencephalogram (EEG), galvanic skin response (GSR), and eye tracking data.

UX DESIGN

- Creates information architectures and user interfaces that satisfy the corporate, business, product and user experience strategies.
- Designs highly usable and engaging user interfaces with messaging, branding, and visual hierarchy in mind.
- Designs for interactivity, information structures, and workflows, whether for desktop, web, or mobile devices.
- Creates wireframes, sitemaps, flow diagrams, annotated screen/graphic mockups, style guides and other interaction documentation.
- Pays attention to detail at a pixel level.
- Understands fundamental usability and design aesthetic principles.

PROJECT MANAGER / JS RUM & COMPANY / JUL 2010 - DEC 2012

ACCOUNT EXECUTIVE / TKM2 / JUN 2008 - JUL 2010

DESIGNER / JMU HEALTH PROMOTION / AUG 2007 - MAY 2008