Kevin Kell, M.A. User Experience Designer

ABOUT

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Kevin is an 18-year veteran user experience designer who has worked with some of the premier technology companies in America. His engagement with companies such as Apple Computer, Adobe, Cisco Systems, Intel, Intuit, NetApp, Oracle, and Yahoo! have given him a deep understanding of what it takes to design world-class user interfaces and experiences for highly complex products. He is the founder and principal of UsableXperience Design Consulting, which is his vehicle for popularizing and evangelizing user-centered design in the technology industry.

Prior to founding his company, Mr. Kell was the principal designer for the pioneering Java firm Marimba, leading the redesign efforts for enterprise-class server products. He went on to consult for several important Internet companies, having a large impact in the design and conceptualization of their products.

His involvement in numerous collaboration-oriented products makes him one of the most experienced collaboration designers in the world. His track record of successful products is a demonstration of his solid understanding of usability and design principles and his ability to incorporate them into various projects with challenging design needs. He feels his mission is to champion the user experience within large development projects through evangelizing, writing articles, and speaking to teams about the rewards of good design.

Kevin has a Master's degree in Psychology and Human Factors from the University of Cincinnati. His thesis was published in the international journal *Computers in Human Behavior*.

EXPERIENCE

UX Lead, **Badgeville, Inc.**
2012 - 2013

Badgeville is the leading enterprise Gamification startup in the world. There, I reported to the V.P. of Product Management and built a User Experience team and practice for the company. My major tasks were to create a team and redesign Badgeville's flagship platform, bringing a more consumerized user experience to a complex enterprise product.

Lead Product Designer, **Apple Computer, Inc.**
2011 - 2012

At Apple I managed the designs for several sales tools in the IS&T group. I engaged in a full-faceted design process from user research to high-fidelity mockups according to Apple design styles. My product designs are used by worldwide sales groups to coordinate sales and marketing of the iPhone and iPad. I also managed the portal design for the high-profile MFi (Made for i*Devices*) program, whereby Apple gains standards adherence by hardware manufacturers who create mobile accessories and get compatibility certifications.

Lead UX Designer, **Cisco Systems, Inc.**
2010 - 2011

The Quad project, eventually WebEx Social, is a high-profile collaborative social networking platform that is central to Cisco's collaboration strategy. On this project I was a lead designer who created designs for major aspects of the product such as content, collaboration, and administration. I worked closely with other design leads to produce innovative solutions for the enterprise market that but with a consumer feel to the user experience.

Principal Design Consultant, **UsableXperience**
1999 - 2010

As a top UX design consultant, I have had successful relationships with both Web-based and software-based product development firms. My clients include DreamWorks, Oracle, Yahoo, Intel, Tumbleweed, Intuit, and NetApp - all for whom I have delivered high-impact and innovative design solutions. My consultancy, UsableXperience, has been very successful in helping clients build best-in-class user experiences and truly orienting their product design to satisfying user needs and goals.

EDUCATION

M.A., Social Psychology
1992 - 1995

University of Cincinnati, Cincinnati, OH

Emphasis in Human-Computer Interaction / Human Factors
Thesis: "*The Electronic Mirror: Human-Computer Interaction and the Reflected Appraisals Process*", published in **Computers in Human Behavior**, an Elsevier Science journal.

Selected Course Work

- Human Factors Program
- Research Methodology
- Psycholinguistics
- Technology and Organizational Change
- Cognitive Psychology
- Multivariate Statistics

COMPETENCIES

Technologies

- XHTML
- CSS & HTML
- DHTML
- Flash
- PHP
- JavaScript

Software

- Axure
- Balsamiq
- Adobe Dreamweaver
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign