Kevin Myles

Senior Graphic Designer/UI/UX

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User Interface designer with a background in web design, digital marketing, and brand development focused on user-centered results bringing a leadership and problem-solving approach to every design challenge. Recent completion of a Certificate in UX/UI from the University of Arizona focused on the latest design-thinking tools and methodologies.

Technical Skills

Technical Skills: Adobe Suite, Figma, InVision, Adobe XD, Sketch
UI/UX: User Research, Ideation, Prototyping, Wireframing, HTML, CSS, Bootstrap

Projects

Audio Visual Web Site Redesign – The project was to improve user experience by organizing content, updating branding, and improving the checkout process. Solely responsible for the user experience and design process, the project started with competitive research, user interviews and brand design. View project at www.mylesux.com/audio-visual

K-12 Software Web Site Redesign – Project lead for the redesign of the website for a software developer in the K-12 market. Key goals included navigation and content for unique user groups, responsive design, updated branding to focus on specific user groups. Led the competitive research, user interviews, and ideation process to develop wireframes and mockups for the navigation and visual design. View project at www.mylesux.com/k-12

Zoo App Design – Bootcamp team project to design a mobile application to enhance the visitor's experience at the zoo. Features to include, interactive maps, activities schedule, route planning, purchase capabilities, donations, and detailed information about the animals. View project at www.mylesux.com/zoo-app

Experience

Marketing Manager/Web Designer **August 2020 – Present**
Covid Inc., Tempe, AZ

Solely responsible for complete redesign and content update for the e-commerce website and company rebrand.

- Performed competitive research, user interviews and industry standards analysis for new website.
- Developed wireframes, user journeys and high-fidelity prototypes based on UX research results.
- Provided direction for development team to implement design features and oversaw web launch.
- Focused SEO keyword strategies resulting in key differentiator product on the first page search results and over 60 key product search terms in the first two pages.
- Launched digital marketing campaigns with an average 14% open rate over the past 6 months.
- Updated design and developed templates for all print and presentation materials.

Creative Manager/Senior Graphic Designer **November 2019 – July 2020**
Prisma Graphic, Phoenix, AZ

Managed team of graphic designers for in-house agency promoting collaboration to ensure efficiency, creative quality, and timeliness.

- Represented design department for initial creative brief with clients and Sales team to provided cost and time estimates and act as creative liaison to the customer.

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- Motivated team of diverse creative designers promoting individual and group success to achieve team cohesiveness.
- Personally developed creative designs for high-level clients and projects.

Marketing Manager/Graphic/Web Designer **November 2015 – June 2019**
James Edward Furniture, Phoenix, AZ

Lead a complete rebrand including new e-commerce website, collateral, product imagery, display materials and sales presentations for established furniture manufacturing company.

- Lead discovery stage of web design process using current user experience methods.
- Developed wireframes, design elements and high-fidelity prototypes for development team.
- Researched 3D rendering providers for product lifestyle photographs and developed detailed instructions to ensure timely relevant results.
- Created new brand standards for product collateral, product catalog, tradeshow exhibits and displays.
- Managed CADD team in the development of 3D models for online catalog, renderings, manufacturing, and product photography.
- Provided leadership to internal Sales Team to ensure timely response, and excellent customer service.

Vice President of Creative Services/Senior Graphic Designer **June 2014 – November 2015**
Redpines Agency, Denver, CO

Directed the design and creative functions as the lead designer for creative agency serving the Broadcast industry in the US and abroad.

- Worked directly with clients to design e-commerce websites focused on user experience.
- Developed updated brand identities, collateral materials, sales presentations, and advertising.
- Created digital marketing campaigns to promote upcoming product launches and trade events.
- Designed large tradeshow booths for National tradeshow events

Graphic/Web Designer **2008 – Present**
Contractor, Phoenix, AZ, Denver, CO

Provided web design, brand development and digital marketing services for a variety of national companies in the K-12 and technology industries.

Education

UX/UI Bootcamp Certificate
University of Arizona, Tucson, AZ

Bachelor of Science in Business Administration and Marketing
University of Phoenix, Phoenix, AZ

Associate of Arts in Visual Communications
Art Institute of Colorado, Denver, CO