

Kevin Cook

Product and User Experience Design

kevincook.co
kcook5@sva.edu
514 754 7839

Education

MFA Products of Design

School of Visual Arts
2016-2019 (expected)
New York, New York

BMgmt, Entrepreneurship

Dalhousie University
2009-2014
Halifax, Nova Scotia

Skills

User Research

Interviews, Surveys, Mapping,
Usability Testing, Personas

UX/UI

Wireframing, Task Flows,
Site Maps, IA, Visual Design

Prototyping

Model Making, Electronics,
Digital Fabrication, Interaction

Industrial Design

Ideation, Tehnical Drawings
Materials, CAD, Rendering

Storytelling

Illustration, Keynotes, Content,
Video, Animation, Copywriting

Digital Marketing

SEO, SEM, Social Advertising,
Email Marketing, Split Testing

Web Development

HTML, CSS, Javascript

Experience

Founder @ Socialight Products

// December 2017–Present

- Designed and co-engineered a functional prototype for an upcoming Kickstarter launch.
- Devised marketing strategy to attract leads via press, social ads, blogs and landing pages.
- Tested product, channels, visuals and messaging via controled experiements to achieve product market fit.
- Managed the project team including roles, responsibilities, budget and timeline.

Product Designer @ Kamik Footwear

// March 2014–July 2016

- Designed and managed men's footwear line. Unified all product categories to express a cohesive design language.
- Traveled to Asia to work with contract manufacturers. Sourced and developed imported products.
- Envisioned and initiated Heritage 1898 collection, a new product category for a new customer segment.
- Conducted market research and competitive analysis to support product strategy.

Design Intern @ Dan Richard Design

// January 2014–March 2014

- Designed new product solutions for clients in the sporting goods industry.
- Developed tech packages including patterns, materials, construction detail, molded parts and 2D drawings.
- Prototyped and tested aspects of form, movement and function for design concepts.

Marketing Coordinator @ Aku Outdoor

// April 2012–August 2012

- Drafted the strategic marketing plan for Aku North America.
- Collaborated with Aku Europe to introduce the brand to the North American market.