

KEVIN COOK | Digital Product Designer

kcook5@sva.edu | kevincook.co

EDUCATION

School of Visual Arts

MFA Products of Design
2019, New York, NY

Dalhousie University

BMgmt, Entrepreneurship
2014, Halifax, NS

SKILLS

User Research

User interviews
Ethnography
Participatory design
Insight discovery
Problem definition

Design

Wireframes
User flows
Information architecture
Visual design
Interaction design

Testing

UX audit
Prototyping
Usability testing
UX metrics

RECOGNITION

2019 IDEA, IDSA Finalist
2019 EPDA, Interactive Lighting
2017 IDA, Home & Interior Products
2017 IDA, Outdoor Lighting
2017 Core77 Award, Strategy & Research
2017 Core77 Award, Social Impact

WORK EXPERIENCE

User Experience Designer at SID LEE

Montreal, QC | May–August 2018

- Conducted weekly user research for web and native apps including observational studies, usability testing, surveys, and workshops.
- Designed information architecture, task flows, wireframes, and interaction models for clients including Samsung, BlackRock, MetLife, Canadian National, and the Heart and Stroke Foundation.

Product Designer at Kamik Footwear

Montreal, QC | March 2014–July 2016

- Designed and managed men's product line; created a cohesive design language that influenced products company-wide.
- Sourced and developed manufactured products from Asian factories.

Design Intern at Dan Richard Design

Portsmouth, NH | January–March 2014

- Developed technical drawings including patterns, construction details and molded parts for clients in the sporting goods industry.
- Prototyped form and movement for soft goods.

Marketing Coordinator at Aku Outdoor

Montreal, QC | April–August 2013

- Devised a pricing and product strategy based on competitive analysis, situational analysis, and the previous year's sales forecast.
- Drafted distribution strategy to grow brand in North American market.

FREELANCE

Product Consultant at Lovevery

New York, NY | October 2018–February 2019

- Designed a line of developmentally appropriate bath toys for children aged 36–42 months.

UX Consultant at MY01

Montreal, QC | April–August 2018

- Designed, prototyped and tested feature improvements to prepare native app for clinical trials.

UX Consultant at CHUM Hospital Foundation

Montreal, QC | June–July 2018

- Designed new architecture and navigation for the foundation's website.
- Conducted usability tests to improve donation checkout flow.