

KEVIN COOK | Digital Product Designer

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EDUCATION

School of Visual Arts

MFA Products of Design
2019, New York, NY

Dalhousie University

BMgmt, Entrepreneurship
2014, Halifax, NS

STRENGTHS

Research planning and methods
(prototypes, usability testing, interviews, surveys, A/B tests, experiments, etc.)

Insights and problem definition

Design leadership
(Mentorship, team building, clear goals and measurable outcomes)

Creative problem solving
(ideation, workshops, iteration)

Storytelling and stakeholder alignment

Design delivery at various product stages
(MVPs, phased releases, high polish, etc.)

Design systems and documentation

RECOGNITION

2021 Fast Company World Changing Ideas, Sawyer, Honorable Mention
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

Senior Product Designer at Sawyer

Brooklyn, NY | September 2019–Present

- Led design activities for Sawyer Tools, Sawyer's B2B SaaS product for children's educational activity providers.
- Worked closely with product and engineering to define and develop solutions for the Sawyer platform.
- Flipped product culture from "deliver features" to "solve problems" and introduced tactics to measure outcomes instead of outputs.
- Initiated and led the production of Sawyer's component based design system which reduced design debt and sped up future development.
- Introduced design research processes. Created a research database, introduced micro-surveys and automated insight sharing across the company to keep stakeholders up to date and aligned.

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.

User Experience Designer at SID LEE

Montreal, QC | May–August 2018

- Designed information architecture, task flows, wireframes, and interaction models for clients including Samsung, BlackRock, MetLife, Canadian National, and the Heart and Stroke Foundation.
- Led end-to-end design process on various internal tools including the bistro app, which was used to purchase lunches by the entire company.

Freelance UX Consultant at MY01

Montreal, QC | April–August 2018

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

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.