



Steven Kocian

UX Researcher + Designer

EXPERIENCE

UX DESIGNER GREAT WOLF

Jun 2019–Present

Chicago

I work alongside the Digital Product Team to improve the brand's website. I meet with stakeholders to understand business goals, conduct UX research, and present findings and recommendations and participate in weekly design reviews, then implementing feedback into future iterations. I also work with a contract UX designer, meeting with them frequently to align on designs, critique work, and make decisions on how to move forward and iterate.

I have worked on iterations of the day pass page, researching and implementing adding promo codes. My work has also included redesigning the mobile and desktop booking widgets, applying data from concept and usability testing.

UX DESIGNER DESIGNATION

Sep 2018–Mar 2019

Chicago

Through collaboration in an agile environment, I executed user-centered designs. I mastered research methods and synthesis to develop user personas, journey maps, concepts, and create wireframes and prototypes. I conducted tests with users to validate concepts and prototypes for live client projects and then iterated based on feedback. My clients included:

ChangEd

A round-up app that helps people pay off their student loans faster. My team developed a goal center feature that helps users set personal objectives for their student loan repayment and offer recommendations in order to accomplish these within and outside the app.

The Eric Carle Museum of Picture Book Art

My team redesigned their donation process to provide a more personal and friendly experience. I also fashioned an informative support page that encourages current and potential donors to support the museum and acknowledges their importance.

ASST. MANAGER SUPERVISOR THE LEGO STORE

Oct 2014–Aug 2018

Chicago

I improved the efficiency on and off the sales floor by restructuring inventory replenishment methods and instructing other employees. I helped trigger an increase in NPS by training supervisors, interviewing potential hires, and coaching staff on best practices. I helped develop a strong store culture by pairing with management team.

ASST. VFX ARTIST FILMWORKERS

Aug 2010–Mar 2014

Chicago

Filmworkers was a post-production house that finished commercials for TV and the Web.

I aligned with the video effects team executing visual effects for clients such as McDonald's, Allstate, State Farm, and Skittles. I rapidly learned several compositing software programs and quickly problem-solved to complete jobs with strict deadlines. I spearheaded several projects, ensuring they were completed to the clients' standards. I worked with advertising agencies including Leo Burnett, DDB Chicago, and BBDO.

CONTACT

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EDUCATION

UNIV OF PITTSBURGH

Studio Arts

History of Art and Architecture

Chemistry

Graduated 2010

Magna Cum Laude

SKILLS

Problem-solving

UX research

Synthesis

Prototyping

Wireframing

Sketching

Annotations

User testing

Affinity diagrams

Task/user flows

Competitive analysis

OTHER SKILLS

Team leadership

Coaching

Video compositing

TOOLS

Sketch

Figma

Axure

InVision

Marvel

Keynote

Photoshop

Illustrator

Adobe XD

After Effects

Procreate