



Steven Kocian

Product Designer

RECENT EXPERIENCE

UX DESIGNER - LEAD 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, create UX strategies, conduct research, and present findings and recommendations. I also lead several contract UX/UI designers, meeting with them frequently to align on designs, critique work, and make decisions on how best to iterate and move forward. I lead meetings to discuss the voice of our customers and to share designs with the broader digital team, as well as stakeholders.

My work has included nearly every inch of the site, such as our day pass booking flow, implementation of a new rate calendar, an updated homepage to better express the Great Wolf value proposition, migration of our Groups and HR sites, and our retooled Things To Do page.

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, where we developed a goal center feature to help users set personal objectives, and The Eric Carle Museum, where we redesigned their online donation process to create a better connection with donors and provide a more personal experience.

RELEVANT PAST EXPERIENCE

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