

Kennedy DeSousa

UX Designer

Passion to Iterate Solutions to Users Needs

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www.kennedydesousa.com

Areas of Expertise

Personas

Scenarios

User Flows

Sketching

User Experience Design (UED)

Usability Testing

UX Research

Technical Skills

Macintosh Platform

Sketch

InVision

Figma

Marvel

Adobe XD

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Lightroom

Adobe Premiere

Lucid Charts

Wordpress

Keynote

Google Forms

Google Analytics

Webflow

Cinematography

Photography

Mailchimp

Languages

HTML5

CSS3

JavaScript

Diverse creative experience in startup and corporate environments. Analytical approach to creative and marketing challenges. Investigate, research and hypothesize elegant solutions. Fluent with all aspects of UX design. Detail-oriented and organized.

Uncompromising on level of creativity and accuracy maintained on projects while meeting deadlines.

Professional Experience

User Experience Designer | 2018 to Current

Self Employed, San Francisco, CA - San Diego, CA

- Personal and independent project applying UX and Human-Centered Design principles
- UX research and testing
- Strategy and contextual framing
- Produce visual user flows, wireframes, rapid prototyping, and user interface specifications

Board of Directors / Marketing | 2015 to 2018

RIM Ministries, Bethesda, MD - Remote

- Provided leadership and guidance for the organization.
- Developed marketing campaigns for print, web and social media that grew the business.
- Work collaboratively with other board members and community partners to advance Organization's goals.

2D Analyst | 2015 to 2016

Apple, Sunnyvale, CA

- Contracted through mindlance to provide quality control for Apple Inc.
- Prioritize competing demands, worked with large data sets, identified and record problems.
- Performed analytical, methodical, and QA related tasks to improve proprietary system.

Photo Retoucher | 2013 to 2015

Farfetch, Los Angeles, CA - Remote

Project Examples

Food Med - UX Design

<https://www.kennedydesousa.com/food-med>

Language Wars - UX Research

<https://www.kennedydesousa.com/language-acquisition-research>

Riddling Angels - Video Production

<https://youtu.be/PbkU6Bzshfs>

Professional Development

Professional Program User Experience (UX) Design Certification

UC Berkeley Extension, San Francisco, CA

Certification of Completion

Coding Dojo, Full Stack Web Stack Development, San Jose, CA

Foreign Language Fluency

English - Native

Thai - Intermediate

- Named digital assets files / structured organization for teams to have access to files for Consumer brands and CPG (clothing).
- Effectively completed assignment to meet deadlines remotely and in house.

Photographer & Videography | 2006 to 2018

Freelance, Philadelphia, PA - Los Angeles, CA - Bay Area

- Conceptualized, collaborated, photographed, edited, styled shoots and portraits that allowed clients to increase their exposure in the marketplace.
- Developed marketing campaigns for print, web and social media that grew the business.
- Handled many different personalities and work well with others.

Additional Relevant Experience

Genius Driven Inc. - Board Member / Media Specialist (2010-2013)

Education

Bachelor of Fine Arts (BFA), Fine Arts

California Institute of the Arts, Valencia, CA