

Kennedy DeSousa

San Diego, CA 92102

619.944.8565

opportunity@kennedydesousa.com

www.linkedin.com/in/kennedydesousa

www.kennedydesousa.com

UX Designer / Researcher

OBJECTIVE

Goal: Diverse creative experience in startup and corporate environments. Analytical approach to creative and marketing challenges. Define problems and objectives to discover elegant solutions. Fluent with all aspects of UX design. Detail-oriented and organized. Uncompromising on the level of creativity and accuracy maintained on projects while meeting deadlines.

Skills & Expertise

- User Experience Design (UED)
- Qualitative / Quantitative Research
- Personas
- Presentation Skills
- Usability Testing
- Contextual Inquiry
- Ethnography
- Wireframing / Prototyping
- HTML5 / CSS / Javascript
- Photoshop / Illustrator
- Premiere / After Effects
- Keynote / Google Slides
- WordPress / Webflow
- InVision
- Lucid Charts
- Sketch / Adobe XD

PROFESSIONAL EXPERIENCE

Freelance, San Diego, CA

2019 to 2020

UX Designer / Researcher

- Consulted clients by catering to their challenges using design thinking methodologies.
- Researched and analyzed online customer footprint data to reshuffle products offered on the web application and retail store of a mobile retail client.
- Researched and conceptualized a cohesive experience across all the digital touch points for small businesses based on their customer profiles.
- Designed agile research protocols, customized frameworks, templates, and workshops to facilitate the adoption of the user-centric approach.
- Strategized design sprints to prototype ideas and implement design solutions with product development teams across various business such as e-commerce and a student dormitory
- Designed preliminary products, information architecture, and wireframes to help communicate new ideas and offerings to clients.

Freelance, San Diego, CA

2018 to 2019

User Experience Design Student

- Personal and independent project applying UX and Human-Centered Design principles.
- UX research and testing
- Moderate 1:1 usability studies
- Communicated insights in creative and compelling ways utilizing Google Slides and Keynote
- Maintained a 4.0 GPA
- Produced visual user flows, wireframes, rapid prototyping, and user interface specifications

Freelance, Philadelphia, PA - Los Angeles, CA - San Francisco, CA

2006 to 2018

Photographer and Videography

- Conceptualized, collaborated, photographed, edited, and styled shoots and portraits that allowed clients to increase their business.
- Developed marketing campaigns for print, web and social media helping for business expansion.
- Interviewed clients to discover client needs and present concepts.

RIM Ministries - Bethesda, MD

2015 to 2017

Board of Director / Marketing

- Provide leadership and guidance for the organization.
- Work collaboratively with other board members and community partners to advance the organization's goals.
- Developed the original website using Wordpress.
- Assisted with financial planning, fundraisers, and galas.

Apple - Sunnyvale, CA

2015 to 2016

2D Analyst

- Contracted through Mindlance, LLC, to provide on site quality control for Apple Inc.
- Prioritized competing demands, worked with large data sets, identified and recorded problems.
- Communicated system errors for quality assurance (QA) to management.
- Performed analytical, methodical and QA related tasks to improve the proprietary system.

Farfetch - Los Angeles, CA - Remote

2013 to 2015

Photo Retoucher

- Named digital assets files and structured organization for teams to have access to files for consumer brands and CPG (consumer packaged goods).
- Effectively completed assignments to meet deadlines remotely and in-house.
- Iterated over techniques to improve retouching techniques.

Genius Driven - Corona, CA

2010 to 2013

Media Specialist

- Maintained communication between team to clients locally and internationally.
- Helped drive traffic to online platforms utilizing Google Ad sense.
- SEO optimization CMS posting on WordPress.
- Developed concepts for marketing strategies.

EDUCATION**Bachelor of Fine Arts (BFA)**, California Institute of the Arts (CalArts), Santa Clarita, CA**Award of Completion**, UC Berkeley Extension User Experience (UX) Design, San Francisco, CA**PROFESSIONAL DEVELOPMENT****Certification of Completion, Coding Dojo**, San Jose, CA**Toast Masters**, San Diego, CA**Interaction Design Foundation**, San Diego, CA