

Kennedy DeSousa

UX Researcher

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EXPERIENCE

Freelance, San Diego, CA - *UX Designer & UX Researcher*

NOVEMBER 2018 - CURRENT

Consult clients by catering to their challenges using design thinking methodologies. Research and conceptualize a cohesive experience across all digital touchpoints for small businesses based on their customer profiles. Design agile research protocols, customize templates, and workshops to facilitate the adoption of the user-centric approach.

SDXD, San Diego, CA - *Board Member - Head of Social Media*

JUNE 2020 - CURRENT

Enact strategies to cultivate member growth. Utilize touchpoints to keep members engaged and integrate UX Research methodologies.

Samsung, San Francisco, CA - *Content Strategy Audit - Intern*

SEPTEMBER 2019 - NOVEMBER 2019

Audit content for Samsung Watch for developers and find opportunities to improve developers experience.

RIM Ministries, Santa Clara, CA - *Board of Director Marketing*

FEBRUARY 2015 - FEBRUARY 2017

Collaborated with stakeholders to advance organization goals via marketing utilizing WordPress and Mailchimp.

Apple, Sunnyvale, CA - *2D Analyst*

APRIL 2015 - MAY 2016

Contracted through Mindlance, LLC to perform analytical & methodical QA tasks to improve proprietary systems.

Freelance, Los Angeles, San Francisco, Philadelphia - *Photographer, Photo Retoucher & Videographer*

JUNE 2006 - NOVEMBER 2018

Scheduled, conceptualized, and executed photoshoots. Captured videos and edited them using Premiere and Adobe After Effects.

SKILLS

User Research
Qualitative Research
Personas
Customer Journey Maps
Usability Studies
Wireframing
Prototyping
Usability Testing
HTML5 / CSS 3

SOFTWARE

Sketch
Invision
Figma
AdobeXD
Webflow
Adobe Creative Suite

LANGUAGES

English (native)
Thai (intermediate)

EDUCATION

UC Berkeley Extension,
San Francisco, CA
Certificate UX Design

Coding Dojo,
San Jose, CA
Certificate

Cal Arts,
Valencia, CA
Bachelor of Fine Arts