



## Kevin John Gómez

Experienced Designer

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## Experience

### M&T Bank

Full-time ♦ November 2018 – Present ♦ Buffalo, NY

Having joined the bank amid a major enterprise transformation, I continually advocate for the customer through the use of design thinking and agile methodologies, supporting the delivery of next-generation digital solutions.

#### Vice President, Experience Design & Engineering, Design Tooling & Platforms Lead

May 2022 – Present

Working alongside a team of fellow design leaders, I am responsible for the development, management, and support of digital tooling leveraged by the Experience Design and Engineering organization at M&T Bank, including:

- ♦ Management of the Currency Design System program and team, leading a current state assessment in order to identify challenges and stakeholder needs in service of tactical realignment with senior leadership around a single strategic approach
- ♦ Design, testing, and fielding of longitudinal studies intended to evaluate the usage of, purpose for, and satisfaction with the existing toolset utilized within ED&E, synthesizing and reporting relevant data and insights to inform future refinements
- ♦ Design and development of a low-code work tracking tool, allowing not only for the management and tracking of day-to-day work, but the aggregation of work across teams leveraging disparate enterprise tools, creating a single, centralized source of truth
- ♦ Partnering with Technology, configured local hardware to enable network access via a Mac device, allowing for the testing, documentation, and planning necessary to facilitate a broader pilot, during which participants tested said configuration and captured identified issues for tracking purposes
- ♦ Lead an effort to upgrade to Figma's Enterprise account tier, enabling more administrative control, workspace structure and governance, and expanded access to enterprise partners without added cost to ED&E via establishment of a chargeback model
- ♦ Development, population, coordination and launch of the ED&E Homepage, a custom team wiki intended to serve as the foundation for a central repository of team-related resources such as a team roster, support articles, design toolbox, and more
- ♦ Administration, procurement, licensing, and budgeting of toolset, meeting regularly with tool and vendor representatives to share feedback, discuss updates, and organize training

#### Assistant Vice President, Mobile & Online Banking, Product Design Lead

November 2020 – May 2022

Leading a multidisciplinary team of experience designers, researchers, and writers, I was responsible for the vision, coordination, and delivery of M&T's next-generation online banking experience, including:

- ♦ Lead an effort to assess, define, and deliver a journey-lead digital account migration experience for a recently acquired financial institution
- ♦ Lead an effort to define an experience vision for our next-generation online banking product, providing directional clarity and alignment on key experience principles for stakeholders and partners alike
- ♦ Lead an effort to assess the existing navigation of our online banking experience, ultimately defining not only an improved information architecture and interface, but a documented framework meant to ensure adherence to established principles as the experience is scaled and refined over time
- ♦ Leveraged over 15 years of industry experience to formalize and scale the UX discipline in Digital, managing a team of Senior Product Designers

#### Banking Officer, Senior Product Designer

November 2018 – November 2020

As an early member of the Experience Design and Engineering team at the bank, I supported Digital capabilities and initiatives, including:

## Education

### Harvard Extension School

Masters, Industrial-Organizational Psychology

2022 – Present

### Roberts Wesleyan College

Bachelor of Science, Studio Art, Graphic Design

2004 – 2008

### Rush-Henrietta High School

High School Diploma

2001 – 2004

## Skills

### Product

Problem framing  
Persona writing  
Backlog prioritization  
Roadmap planning  
Functional decomposition

### Research

Study design & planning  
Facilitation  
Data analysis  
Synthesis of insights  
Reporting findings

### Design

Experience mapping  
Prototyping  
Information architecture  
Interaction design  
Interface design  
Motion design  
Accessibility  
Icon design  
Illustration

### Development

Responsive front-end web development  
Object-oriented programming  
Database management  
Version control  
Agile methodologies

### Leadership

Humility  
Empathy  
Transparency  
Candor  
Diplomacy  
Management  
Coaching  
Mentorship

### General

Communication  
Collaboration  
Organization  
Writing  
Speaking

## References

References are available upon [request](#).

- ✦ Lead an effort to identify, define, validate, and contribute a series of foundational interface components and patterns to the Currency design system for use in our next-generation online banking experience
- ✦ Icon and system design for our new ATM experience, providing consistent, scalable, and extendable patterns and guidelines
- ✦ Provided direction and support to junior designers, ensuring resourcing for and delivery of prioritized work

## Fancy Labs LLC

**Founder, Principal Designer and Developer**

Self-employed ✦ June 2007 – October 2018 ✦ Buffalo, NY

What began as a freelance design operation on nights and weekends eventually grew into a full-time business and tight-knit team crafting digital experiences for some amazing clients and products, including:

- ✦ Lead the design of Welco.me, a new travel planning app that leverages the power of generative AI to provide users with personalized travel itineraries for cities all over the world; featured by The New York Times, Apple, TechCrunch, Uncrate, Product Hunt, and more
- ✦ Lead the design of Switchboard, a digital video publishing platform for NowThis News, the #1 social news brand in the world, enabling centralized and collaborative management, production, and publishing of stories across social media channels
- ✦ Design and iconography for Spring by Capital One, an online portal for small businesses to leverage their collective buying power to save like big ones
- ✦ Lead the design of GVNG, a new online donation platform empowering individuals to collect donations for over 1.6 million charities with the tap or click of a button
- ✦ Lead the design of The Loyalist, a sports-focused online apparel creation and fulfillment platform enabling e-commerce solutions for sports leagues and athletic organizations
- ✦ Design and illustration for Remind, the leading communication platform in education, enabling over 20 million educators, students, and parents to communicate securely
- ✦ Design and iconography for Songtrust, a global music publishing platform allowing over 300,000 songwriters to collect the royalties they deserve

## Cameo

**Product Designer**

Full-time ✦ April 2013 – March 2014 ✦ Remote

As just one on a small team of designers, filmmakers, and technologists creating the future of mobile video editing, my responsibilities included:

- ✦ Iterative refinement of the private beta experience through user feedback, ensuring product quality and usability
- ✦ Creating marketing collateral for product news and releases, driving nearly half a million downloads in just over a month after public launch
- ✦ Creation of presentation materials for key fundraising and partnership opportunities

Despite our short run, we managed to accomplish a lot, including:

- ✦ Received the App Store Editors' Choice award from Apple
- ✦ Were named one of the App Store's Best of 2013 by Apple
- ✦ Got acquired by Vimeo

## Mint Digital

**Designer**

Full-time ✦ April 2009 – October 2010 ✦ New York, NY

Serving as a generalist, I was involved in nearly every aspect of the client service and product development lifecycle, from ideation and pitches, to the delivery of web-based applications, campaigns, and events for top brands, including:

- ✦ Creation and testing of prototypes for It's My Time!, a web-based social fashion competition held by United Colors of Benetton, allowing users to generate, submit, and vote on their favorite look books
- ✦ Provided interface design services for Bitbop, a new mobile video streaming service from Fox Interactive, allowing users to watch their favorite shows and movies across devices and channels
- ✦ Lead the branding and experience design of Quotabl.es, a new social network sponsored by Channel4, allowing users to save, organize, and share their favorite quotes

## dwaiter

**User Interface Designer and Frontend Developer**

Full-time ✦ June 2008 – December 2008 ✦ Rochester, NY

Given my dual role, I was responsible for both the design and development of digital experiences for clients, including:

- ✦ A student portfolio submission, review, and sharing tool for the College of Imaging Arts and Sciences at RIT, driving student engagement and recruitment
- ✦ A tourism website for the Finger Lakes Visitors Connection of Ontario County, NY, showcasing information about the region, nearby activities, dining options, lodging and accommodations, upcoming events, vacation packages, and more
- ✦ An informational website for current and prospective members of the Luther Rice Society at George Washington University, showcasing information about the organization, news, upcoming events, and more

## FORM Collective

**Intern**

Part-time ✦ January 2007 – May 2007 ✦ Rochester, NY

Learning as I worked alongside a small team of professional designers and developers, I delivered digital experiences for top brands, including:

- ✦ Lead the front-end development of an internal, company-facing intranet catalog of products for Constellation Brands
- ✦ Provided motion design and front-end development services for a Flash-based marketing campaign site and mini game for Scion