KDB

KEVIN D BOWER
PRODUCT DESIGNER

Website : Kevinbowerdesign.com
Email : kdbower10@gmail.com
Mobile : 816-812-4000
LinkedIn : linkedin.com/in/kevin-d-bower

Summary

Senior Product Designer with 8 years of experience. I craft intuitive and engaging digital experiences for diverse audiences. I'm passionate about making AI more accessible through human-centered design. I'm skilled in translating user needs into elegant, business-aligned solutions that drive innovation and enhance usability. I thrive in collaborative environments, contributing to meaningful projects that create a lasting impact on users' lives.

Work Experience

Court Avenue   Senior User Experience Designer   Los Angeles, CA | 2025- Present

Client Roster: *KIA, AT&T*

- Spearheaded cross-functional initiatives, strengthening collaboration between UX, engineering, and business teams to deliver a unified and seamless product experience.

- Defined the UX process and collaboration methodologies within the KIA campaign. In setting a highly valued standard process we are able to streamline process to solution.

- Utilized high level skills in Figma and other design and prototyping tools to produce high-fidelity prototypes and intricate designs, streamlining communication and minimizing ambiguity for engineering teams, ultimately expediting development processes and ensuring project milestones are met effectively.

- Organized and led workshop to create data-driven UX insights and inform product strategy, driving measurable improvements in user satisfaction, engagement, and overall experience quality.

- Leverage AI within the design process and started introducing design solutions for AI work.

Razorfish   Senior User Experience Designer   Los Angeles, CA | 2022- 2025

Client Roster: *CVS, ICANN, Genetech, Genesis Automotive, Church & Dwight, TD Bank*

- Enhanced the luxury brand digital experience, driving a 50% improvement in customer rankings within highly competitive markets through user-centric design strategies and innovation.

- Defined the UX process and collaboration methodologies within multiple campaigns. By optimizing communication channels between design, engineering, and business stakeholders, coordinated coherent breakdown of complex design. This initiative ensured seamless user experiences across various digital touch points.

- Actively contributed to fostering growth mindset culture within the teams. Engaged in opened discussion and remained adaptable to evolving viewpoints. Encouraged a culture of continuous learning and improvement, which played a pivotal role in driving innovation and creativity across teams.

- Organized and led team workshops involving multiple stakeholders (design, engineering, business, and legal) in order to create effective solutions for business requirements, design operations, and overall satisfaction for business and users.

- Designed and shipped digital experiences that contributed to increased user engagement and retention by an average of 15%.

Daimler Truck North America   User Experience Designer   Portland, OR | 2021-2022

- Maintained a devoted commitment to a customer-centric approach throughout the design process. Simplified complexity and enhanced the overall user journey to achieve a first-class customer experience. This focus on user satisfaction led to increased user engagement and loyalty.

- Crafted elegant and intuitive user interfaces for DTNA (Mercedes- Benz) platforms. Seamlessly blending luxury with usability, these designs delivered a premium in-vehicle experience for users. Through attention to detail and user-centric design principles, contributed to the enhancement of brand perception and customer satisfaction.

- Conducted data-driven UX strategies and research at Daimler, leading to a 20% refinement in product direction and user satisfaction improvements.

KEVIN D BOWER
PRODUCT DESIGNER

Website : Kevinbowerdesign.com
Email : kdbower10@gmail.com
Mobile : 816-812-4000
LinkedIn : linkedin.com/in/kevin-d-bower

NYC Dept of Education   User Experience Designer   NYC, NY | 2019-2021

- Enhanced feature usability by conducting comprehensive evaluations catering to diverse end-user demographics, resulting in a measurable increase in user satisfaction and engagement levels.
- Championed the development of a scalable design system, ensuring consistency, efficiency, and accessibility compliance (WCAG, ADA) across all digital products, resulting in improved user inclusivity.
- Mentored and guided junior designers, fostering best practices in user-centered design, accessibility, and usability, enhancing the team's UX maturity and strengthening design collaboration.
- Influenced product direction through data-driven UX insights, optimizing product performance and competitiveness by refining talent management workflows and enhancing the overall user experience.
- Led accessibility-focused initiatives, implementing inclusive design principles to ensure compliance with WCAG 2.1 and ADA standards, significantly improving usability across diverse user demographics.

Education

New York University   Masters of Science   Integrated Digital Media | Product Design & Research

University of Kansas   Bachelors of Fine Art   Industrial Design

Wyotech   Associates   Automotive Technology and Service Management

Professional Certificates:

- AI for Designers by Interaction Design Foundation
- Career Essentials in Generative AI by Microsoft
- Google AI Essentials by Google

Internal Company Certificates:

- Gen AI & Creativity
- Generative AI in Experience
- Using Gen AI — Text
- Generative AI in Experience
- AI for Media/Marketing
- Prompt Engineering: How to Talk to AI

Skills

Design:

User Interface Design, User Experience Design, Product Design, Prototyping, Wire framing, User Research, Usability Testing, Visual Design, Design Methodologies, Design Thinking, Accessibility Design, Collaboration, Stakeholder engagement, Presentation, User Advocation, Design Iteration, User Flows, Journey Mapping, AI Design, Design Patterns, UX Standards, Agile, Automotive, Education, Agency, Iconography

Tools:

Figma, Adobe CC, Adobe Illustrator, Photoshop, InDesign, After Effects, Premier Pro, Adobe XD, Sketch, InVision, Marvel, Zeplin, Miro, Figjam, Jira, Azure, PowerPoint