

Kevin D Bower - Senior Product Designer

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SUMMARY

Senior Product Designer with 8+ years of experience designing complex systems across enterprise, automotive, healthcare, fintech, and large-scale digital platforms. Skilled at translating ambiguity into scalable, user-centered solutions through systems thinking, product strategy, and data-informed decision making. Proven track record of leading cross-functional initiatives, aligning stakeholders, and partnering with product and engineering teams to deliver impactful experiences at scale. Passionate about leveraging AI and emerging technologies to accelerate innovation, enhance workflows, and create intuitive human-centered products that drive measurable business and user outcomes.

EXPERIENCE

Court Avenue, Los Angeles, CA — Sr Product Designer

May 2025 - Feb 2026

Client Roster: KIA, AT&T

- Led product design initiatives across Kia's digital ecosystem, shaping customer-facing experiences from strategy through delivery while aligning user needs, business objectives, and technical constraints.
- Architected scalable interaction frameworks and system-level experiences supporting vehicle discovery, shopping, ownership, and lifecycle engagement across a large-scale digital platform.
- Influenced product direction through partnership with product, engineering, marketing, analytics, and business stakeholders, helping define priorities, requirements, and long-term experience vision.
- Simplified complex customer journeys and platform interactions through systems-thinking approaches, improving usability, consistency, and scalability across interconnected digital touchpoints.
- Translated user research, behavioral insights, analytics, and market trends into actionable product recommendations that informed roadmap decisions and experience strategy.
- Developed future-state concepts and interactive prototypes to validate hypotheses, reduce implementation risk, and accelerate stakeholder alignment prior to development.
- Championed AI-enabled design practices that accelerated research, ideation, and concept development while identifying opportunities for AI-enhanced customer experiences and operational efficiencies.

Razorfish, Los Angeles, CA — Sr Product Designer

May 2022 - March 2025

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

- Led product design engagements across healthcare, fintech, automotive, and enterprise platforms, translating complex business objectives into scalable user experiences for globally recognized organizations.
- Drove the redesign of the Genesis digital experience, contributing to a **50% improvement in customer rankings** through user-centered design, research-driven insights, and experience optimization.
- Led the modernization and expansion of ICANN's design system, establishing scalable component frameworks, governance standards, and accessibility best practices that improved consistency, efficiency, and adoption across digital products.
- Influenced product outcomes by partnering with executive stakeholders, legal teams, product managers, and engineers to navigate regulatory, operational, and technical constraints across complex digital initiatives.
- Synthesized user research, usability findings, and behavioral insights into strategic recommendations that informed product direction, prioritized investments, and improved customer experiences across multiple engagements.
- Guided cross-functional decision-making by aligning stakeholder priorities, balancing competing business needs, and driving consensus on product strategy, feature scope, and experience direction.
- Mentored designers and elevated team capabilities through coaching, design critiques, and advocacy for systems thinking, accessibility, and user-centered product development.
- Established AI-driven design practices across project teams, enabling more efficient research synthesis, concept generation, and stakeholder communication while promoting responsible adoption of emerging technologies.

Daimler Truck North America, Portland, OR — Product Designer (HMI)

April 2021 - May 2022

- Designed human-machine interface (HMI) experiences for commercial vehicle platforms, translating complex vehicle data into intuitive, driver-centered interactions that supported safe and informed decision-making in real-time environments.
- Defined interaction models, system behaviors, and information hierarchies for driver-facing features, balancing human factors, operational requirements, and technical constraints across embedded vehicle systems.
- Partnered closely with engineering teams to align experience intent with platform capabilities, ensuring reliability, consistency, and usability across a broad range of driving conditions and edge-case scenarios.
- Architected system states, transitions, and behavioral logic that enabled predictable interactions across interconnected vehicle systems, supporting a cohesive and scalable user experience.
- Influenced product direction through research, usability evaluations, and stakeholder collaboration, contributing to a **20% improvement in user satisfaction and product alignment**.
- Developed high-fidelity prototypes and behavioral specifications that reduced implementation ambiguity, accelerated cross-functional decision-making, and improved delivery readiness.

NYC Department of Education, NYC, NY — Product Designer/ Researcher

September 2019 - April 2021

- Led the design and optimization of workflows across large-scale education platforms, improving usability and operational efficiency for administrators, educators, and support staff navigating complex organizational processes.
- Established and scaled a design system that improved consistency, accelerated product development, and strengthened accessibility standards across a diverse portfolio of digital experiences.
- Conducted research and usability evaluations to uncover workflow inefficiencies and service gaps, informing improvements across high-volume educational and administrative platforms.
- Modernized complex educational and administrative workflows by translating policy, operational, and user requirements into scalable digital solutions.
- Championed accessibility initiatives that advanced ADA and WCAG compliance, improving inclusivity and usability while embedding accessibility best practices into the design process.
- Mentored designers and strengthened team capabilities through design critiques, research collaboration, and advocacy for user-centered and systems-oriented design practices.

EDUCATION

New York University, NYC, NY — *Masters of Science (Integrated Digital Media, Product Design)* 2017-2019

University of Kansas, Lawrence, KS — *Bachelors of Fine Arts (Industrial Design)* 2011 - 2017

Wyotech, Laramie, WY — *Associates (Automotive Technology)* 2007 - 2009

Certificates

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

CORE COMPETENCIES

Product Leadership

- Product Strategy
- Product Discovery
- Cross-Functional Leadership
- Stakeholder Management
- Data-Informed Decision Making

Systems Design

- Systems Thinking
- Design Systems
- Complex Workflow Design
- Information Architecture
- Human Factors

AI & Domain Expertise

- Human-Centered AI Design
- AI-Assisted Product Development
- Automotive HMI
- Enterprise Platforms
- Accessibility (WCAG/ADA)