

Contact

kevincmarshall@gmail.com

317-919-7773

KCMarshall.com

Skills

User-Centered Design
Product Testing
Concept Art
Usability Testing
Data Driven Design
HCI
UX Strategy
Cross-discipline Leadership
Management
UX Site Visits & Interview
UX Personas & Journey Maps
Workshop Stimuli & Facilitation
Design Systems
Marketing & Branding
Service Blueprints
Animation
Agile & SDLC
Figma
Axure RP
InVision
Adobe XD
HTML/CSS

Education

M.S. in Informatics

Indiana University

B.F.A. in Graphic Design

Ball State University

Address

13115 Avalon Blvd.
Fishers, IN 46037

Kevin Marshall

Director of User Experience (UX)

Summary

User-Centric Design professional with over 20 years of experience in UX research, discovery, and strategy. Skilled in presenting to stakeholders and collaborating with cross-functional teams. Passionate about teaching and mentoring others. Expertise in design systems, agile methodologies, and keeping up with the latest technology trends. Committed to finding innovative solutions and embracing new challenges.

Experience

UX Director

The Basement - An Integrated Agency, Indianapolis, IN

09/20 - Present

Lead a multi-disciplinary team for various clients. Work with various stakeholders to identify, plan and budget data-driven projects. Perform all aspects of User Centric Design from discovery to delivery. Created new, optimized homepage design for Schlage.com based on heatmap, analytics and end-user feedback. Improved efficiently by 70% with new design focus of content and features. Developed a new onboarding form for advanced students at American College of Education which increased sign up leads via a new, improved design and function. Worked with Purdue Office of Technology to develop a new online presence to improve onboarding of research faculty in developing technology startups through funding and collaboration.

Sr. UX Architect

NextGear Capital, Carmel, IN

09/19 - 07/20

Develop UX/UI look and feel of software applications collaborating with product development team. Translate complex design requirements into clear, user-friendly online experience that are authentic to the brand. Establish UI/UX standards and brand guidelines across applications. Partner with marketing to ensure external-facing applications consistently align with marketing strategy and brand. Reduced programming cost and saved time with rapid delivery of high-quality prototypes to gather consumer feedback. Increased efficiency and consistency with creation of online component library and style guide for future design and coding and products evolve and new features added.

Sr. UX Architect

DMI, Carmel, IN

03/19 - 09/19

Delivered UX workshops in Puerto Rico focused on healthcare industry and uncovered opportunities for 50% reduction in call times. Contributed to business development efforts promoting and delivering UX services to Allison Transmission, Caterpillar and KAR Global (Openlane).

User Experience Manager UX/UI

PERQ Software, Indianapolis, IN

11/15 - 03/19

Leveraged current design trends and technology to develop end-user experience viewed by 1M+ consumers across the automotive, furniture retail and multi-family dwelling market. Created UX department, staffed and then managed team, helping to grow skills with hands-on mentorship and monthly lunch and learn sessions. Developed design systems and components in Sketch. Identified and implemented software tools and processes.

Director of Media Technology - UX Architect

Express Interactive / Express Holdings, Indianapolis, IN

08/11 - 11/15

Helped grow Express Holdings startup including securing contracts within the state of Indiana. Led projects and acted as UX architect and product designer working on large Saas b2b applications. Key projects included: - Created worldwide exhibit animation and planetarium show for the Children's Museum of Indianapolis. - Developed online dealership compliance LMS including educational videos and skill progress tracking.

Manager of Creative Media

The Children's Museum, Indianapolis, IN

10/10 - 08/11

Oversaw museum technology and design direction. Acted as interactive product designer and UX architect across projects, including interactive games for National Geographic and Nickelodeon Studios. Produced award winning interactives within 6 months fully staffing previously dissolved design department. Created first RFID interactive game for Nickelodeon Studio's "Dora and Diego" exhibit. Developed highly complex, interactive activity for National Geographic's "Treasures of the Earth" exhibit. Integral to architecting the Museum's first interactive elevator ride with timed green screen performance.

Director of Computer Graphics Technology

Purdue School of Engineering & Technology, Indianapolis, IN

08/03 - 10/10

Led curriculum development for over 20 courses to prepare students according to job market and industry needs. Taught a wide variety of courses/software including 3ds Max and Maya, 3D animation, website and usability, and design methods and theories. Participated in numerous overseas workshops on computer graphics technology. Promoted to Director becoming the official campus-wide representative of the department. Secured the first accreditation approval for the department curriculum. Established department's Industrial Advisory Board leveraging Indianapolis Industry connections.

Creative Director

Knowledge Services

05/00 - 03/03

Department Manager responsible for creative services department, client work and internal visual marketing efforts.

Art Director / Broadcast Motion Designer

WXIN-TV / USA Teleproductions

06/93 - 05/00

Department Head, 3D animation and broadcast designer in charge of production and art direction for various commercial and corporate clients. Responsible for department operations, personnel, reviews and work assignments.