KEVIN KRUGER

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Portfolio: kevinkruger.com

SR. USER EXPERIENCE DESIGNER / Employs user research, user interviews, personas, wireframing, prototyping, patterns & style guides, curiosity and patience. Utilizes user-centered, mobile first, responsive design best practices.

DIGITAL ART DIRECTOR / Experienced, flexible leader with an eye for breakthrough design and proven conceptual skills. Hands-on designer utilizing Adobe CC, HTML5, CSS, Javascript, motion design and video optimization.

FRONT END WEB DEVELOPER / Proficient with HTML5, CSS, Javascript, PHP, MySQL, XML, Git, Bootstrap, Zurb Foundation, WordPress. Familiar with jQuery, LESS, SASS, Angular.js, SVG, Symphony, CQ5, Documentum, ATG Dynamo.

CAREER DEVELOPMENT

REMINDERMEDIA / Sr. User Experience Designer / JAN 2015 — Present

Lead project team for ground-up UX redesign of account management application. Collaborate with stakeholders and product owners to define business goals. Conduct user testing and interviews and manage UX survey writing and administration. Create and manage company UI style guide system. Lead all UI design efforts for account management application and enterprise CRM including wireframe sketching and prototype building. Develop customer journey maps and Personas.

JPMORGAN CHASE / Sr. User Experience Designer / OCT 2005 — OCT 2014

UI Design lead for all versions of Chase and JPMorgan mobile banking apps for Android and iOS. Responsible for user interface designs and user experiences utilizing wireframing and mock-ups based on user-centered design principals and line-of-business requirements. Create and produce digital marketing design concepts for Chase and JPMorgan digital properties consisting of microsites, landing pages, banner ads, icons, flash elements, HTML emails, presentation decks, accessible PDFs and style guides.

i 720 MEDIA LLC / Art Director - Lead Developer / NOV 2003 — OCT 2005

Responsibilities include concept, design and production of print and interactive projects. Created identity systems, brochures, advertising campaigns, sales kits and trade show materials. Developed custom websites, database web applications, shopping carts, online surveys and email template systems. Created interactive flash and director programs, animations and optimized digital video for online and CD-ROM presentation.

FUSURA LLC / Senior Web Designer / FEB 2002 — NOV 2003

Responsible for all aspects of design and corporate identity standards including visual interfaces, prototypes and interaction models for web-based applications, as well as promotional print materials, advertising, direct mail, and email campaigns. Lead cross-discipline design team including art directors, programmers, and product development managers.

WAYPOINT GROUP / Interactive Director / JUN 1997 — OCT 2001

Lead a small interactive group of designers and developers. Directed all aspects of design and production for websites, interactive kiosks, and CD-ROMs, from concept through final testing. Managed several key client relationships.

U.S. NAVY / Aviation Electrician / 1987 — 1992

Provided electrical system troubleshooting, repair, and maintenance for U.S. naval aircraft.

EDUCATION

UNIVERSITY OF DELAWARE / Bachelor of Science, Visual Communications

PROFICIENCY

Adobe CC, Axure, HTML5, CSS, SASS, Javascript, jQuery, PHP, MYSQL, Bootstrap, Zurb Foundation, Git, Acrobat Pro, Powerpoint, WordPress, Actionscript, XML, ATG Dynamo, Mac, Windows, Unix

AWARDS

WEBBY AWARD / 3 Awards

NEW YORK FESTIVALS AWARDS / Silver

ART DIRECTORS CLUB OF PHILADELPHIA / 2 Awards

ADVERTISING CLUB OF PHILADELPHIA / Best of interactive

ADVERTISING CLUB OF DELAWARE / Best of show, Gold, Silver, 3 Awards