

# Preston Kent

Senior Product Designer

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## Summary

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Highly experienced product designer with over a decade of expertise in crafting innovative, user-centered solutions that address intricate customer and business needs. Successfully delivered flagship products for globally recognized brands, leveraging deep industry knowledge, collaboration, and design excellence. Proficient in partnering with cross-functional teams to create end-to-end user experiences for mobile and web platforms, ensuring maximum efficiency, scalability, and user satisfaction. Clients and employers include Meta, Bank of America, State Farm, and Turner Broadcasting.

## Skills & Tools

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- Accessibility Principles
- Agile Methodologies
- Collaboration Offshore
- CSS / Sass
- Design Systems
- Empathy Mapping
- End-to-End UX Strategy
- Excellent Communicator
- Figma
- HTML5
- Interaction Design
- Leadership
- Mobile App Design
- Product Design
- Product Thinking
- Prototyping
- Responsive Design
- User Research & Testing
- Visual Design
- Wireframing

## Experience

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### Meta

#### Product Designer

August 2024 – Present | Atlanta, GA

- Designed intuitive, scalable user experiences for WhatsApp Business, focusing on enabling small and medium-sized enterprises to connect with customers seamlessly through chat-based commerce.
- Collaborated with cross-functional teams to develop tools and features such as automated messaging, B2C calling, and ad management.

### Bank of America

#### Product Designer

June 2023 – August 2024 | Atlanta, GA

- Conducted generative user research to inform design strategy and identify user pain points.
- Designed and implemented a unified application for financial and contact center associates, enhancing user efficiency.
- Implemented accessibility guidelines and design systems for Merrill Lynch and Bank of America products.

### Meta

#### Product Designer

August 2021 – June 2023 | Atlanta, GA

- Led complex, horizontal projects in social commerce platforms (Facebook and Instagram Shops), improving promotions and buyer incentive programs.
- Enhanced design systems for scalable, consistent solutions across multiple teams.

Impact: Increased Shops Ads gross merchandise volume by 38% (target: 34%). Boosted organic growth by 3.5% via improved promotions on product detail pages.

### State Farm

#### Senior UX Designer

March 2015 – August 2021 | Atlanta, GA

- Delivered innovative, user-centered designs, balancing intuition with data-driven insights.
- Directed multi-channel consistency through collaboration with content strategists, architects, and developers.

Impact: Revamped the Steer Clear application, increasing the app rating from 2.3 to 4.7 and achieving an 80% completion rate within the first month.

**What's Up Interactive**  
**Lead Interactive Designer**

August 2012 – February 2015 | Atlanta, GA

- Designed comprehensive end-to-end experiences across desktop and mobile ecosystems.
- Delivered responsive sites, email campaigns, and prototypes, adhering to user-centered design principles.

Clients: Georgia Aquarium, Georgia Chamber, Georgia Department of Administrative Services, Georgia Lottery, Georgia Tech, Mayo Clinic, Nursery Water, Trane Commercial, Turner Broadcasting.

**Freelance**  
**Product Design Lead**

May 2007 – Present | USA Remote

- Defined and executed end-to-end product design strategies for various clients, ensuring alignment with business goals and user needs.
- Led ideation sessions and workshops with stakeholders to define product visions and roadmaps.
- Conducted competitive analysis and usability testing to validate design decisions and improve user experiences.
- Oversaw multiple concurrent projects, managing timelines and priorities to deliver high-quality outcomes within deadlines.
- Designed accessible and inclusive experiences, adhering to WCAG standards and best practices.

Clients: 90's Lullaby, Artiken, Atlanta Trilingual Academy, Christi Law, Collier Firm, Huddle, Infant Village, Katt Williams, Kingdom Agenda, MaxOut Media, Mosaic Law Firm, Professional Translations, Norton Landing, Ruffies Trash Bags, Sears, Snake Nation, Smyrna Village Works, Young Linguist Academy, Zenovia Andrews

**Education**

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**Bachelor of Science (B.S.) - Web Design & Development**  
Full Sail University

**Certified Usability Analyst**  
Human Factors International

**Associate of Applied Science (A.A.S.) - Multimedia Technology**  
Gulf Coast State College

**Generative AI for Everyone Certification**  
DeepLearning.AI

**Generative AI Learning Path Specialization**  
Google