

PRESTON KENT

Lead Product Designer

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OVERVIEW

I'm a highly experienced product designer with over a decade of experience who excels at solving intricate customer and business needs. Throughout my career I have completed several flagship projects in working closely with stakeholders to develop comprehensive experiences that enhances customer satisfaction on mobile apps and web platforms. I leverage my vast industry knowledge to deliver maximum efficiency and product quality for well-known brands like AT&T, Bank of America, Facebook, Georgia Aquarium, Instagram, Katt Williams, Trane Commercial, Mayo Clinic, Sears, State Farm, Turner Broadcasting, and more.

SKILLS & TOOLS

Adobe Creative Suite	CSS / Sass	InVision	Prototyping
Accessibility Principles	Design Systems	Leadership	Responsive Design
Adobe XD	Empathy Mapping	Mobile App Design	Self-Motivated
Agile Methodologies	Excellent Communicator	Problem-Solving	Sketch
Art Direction	Figma	Product Design	Usability Principles
Asana	HTML5	Product Management	User Experience
Collaboration	Interaction Design	Product Thinking	User Research

EXPERIENCE

2023 **Product Designer**
Present Bank of America

Conducts user research, created user-centered designs, facilitated workshops for innovation and design thinking, and overseen all aspects of user experience and product design, including concept and usability testing. Led efforts in creating a single source application for both financial associates and contact center associates in serving customers. Implemented design and accessibility standards into Merrill Lynch and Bank of American products through design systems.

2021 **Product Designer**
2023 Meta

Led broad and ambiguous horizontal projects with multiple stakeholders in the social commerce platforms (B2B2C) of Facebook and Instagram.. Improved design systems by driving consistently and collaboratively within teams. Provided clarity and new tools in FB & IG Shops with end-to-end experiences for promotions, sales, and reward programs for buyers.

Impact: Increased Shops Ads gross merchandise volume to 38%, target was 34%. Drove top-line organic growth and acquisitions up 3.5% by improving promotions display on product detail pages. Increased click through rate to 13% for abandoned cart and wishlist CTR to 12%. Introduced a new incentive program for shoppers on both IG & FB platforms. Mentored and onboarded Product Designers and Project Managers to the organization.

2015 **Sr. UX Designer**
2021 State Farm

Consistently leading innovative, customer-centric designs by balancing visual design best practices with experience and intuition. Provides creative direction across multiple teams to achieve consistency across multi-channel platforms. Leverages the expertise of content strategists, architecture, and development professionals to demonstrate how State Farm's products transform the users' experience through ease of use.

Impact: Revamped the Steer Clear app end-to-end and increased the app rating from 2.3 to 4.7. Drove the completion rate to 80% within the first month of launch. Implemented a new digital design pattern within the web experience.

2012 **Lead Interactive Designer**
2015 What's Up Interactive

Created unique experiences for desktop and mobile ecosystems by strategizing with clients to bring a natural flow to an end-to-end user experience. Developed and designed responsive sites, emails, social campaigns, and brand creations. Provided design solutions through industry standards and knowledge of user-centered design. Provided creative briefs, wireframes, design comps, style guides, and prototypes for clients' applications.

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

2011 **UX & UI Designer**
2012 RFMS

Redesigned corporate brands' look and feel, while improving site traffic and social media connections. Constructed concepts of campaigns and provided technical solutions. Created a social strategy and presence for the corporate company while bringing strategic thinking and a strong focus on the user to help guide and elevate the brand strategy.

2010 **UX Designer & Web Developer**
2011 Cyber Sytes

Led the comprehensive design and development of companies' websites, collaborating closely with the development team to implement custom WordPress sites. Delivered creative solutions through wireframes, design comps, and style guides, while concurrently enhancing SEO for various sites. Independently managed multiple complex projects, including the creation and maintenance of WordPress sites, implementation of social media and search engine marketing strategies, and provision of design expertise to the team, ensuring both design quality and timely project completion.

Clients: Beach Group Properties, EZ Ride Go Carts, La Quinta Inn, Panama City Beach Rentals

2007 **Product Design Lead**
Present Freelance

Optimized creative direction and provided strategic solutions to define and elevate the brands' experiences through print material, mobile, and web interfaces. Independently led initiatives with brands, leveraging industry knowledge to enhance user connections with various brands. Collaborated closely with organizations to optimize design strategies for creating or improving web and mobile applications, ultimately boosting overall brand awareness.

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

EDUCATION

Certified Usability Analyst
Human Factors International

B.S. Web Design & Development
Full Sail University

A.A.S. Multimedia Technology
Gulf Coast State College

AWARDS

On The Spot Awards (8)
State Farm

Platinum
AVA Digital Awards

Gold
Best Mobile App Awards

Web Standards Award
Full Sail University

CSS Award
Full Sail University

Multimedia of the Year
Gulf Coast State College