

PRESTON KENT

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OVERVIEW

Preston is a highly experienced product designer with over a decade of experience. He excels in solving intricate customer and business needs and has completed several flagship projects throughout his career. Preston worked closely with stakeholders to develop comprehensive experiences that enhance customer satisfaction on mobile apps and web platforms. His vast industry knowledge has enabled him to deliver maximum efficiency and product quality for well-known brands like Facebook, Georgia Aquarium, Instagram, Katt Williams, Trane Commercial, Mayo Clinic, Sears, State Farm, Turner Broadcasting, and more.

EXPERIENCE

2021 **Product Designer**
2023 Meta

Led broad and ambiguous horizontal projects with multiple stakeholders in the social commerce platform 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 GMV to 38%, target was 34%. Drove top-line OGAA up 3.5% by improving promotions display on PDP. Introduced a new incentive program for shoppers on both IG & FB platforms. Mentored and onboarded PDs and PMs to the org.

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: 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

Designed and developed custom WordPress sites. Assisted in social media and search engine marketing strategies. Provided design knowledge and new development techniques to the design team. Independently managed multiple complex projects while ensuring design quality and deadlines are met.

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

2010 **Web Designer & Developer**

2010 evolveALoud

Designed the look and feel of companies' sites while working closely with the development team toward implementation. Provided creative solutions through wireframes, design comps, and style guides. Created and maintained multiple WordPress sites while improving the SEO of various sites. Provided photography solutions and maintained content updates.

2007 **Design Director**

present Freelance

Provided creative direction and solutions to help define and build the brands' experience through various interactive mediums. Independently worked with brands to provide industry knowledge of connecting users to the brand. Worked closely with brands to develop design strategies in creating or improving web and mobile applications, and overall brand awareness.

Clients: 90's Lullaby, Artiken, Atlanta Trilingual Academy, Christi Law, Huddle, Infant Village, Katt Williams, Kingdom Agenda, MaxOut Media, Mosaic Law Firm, Norton Landing, Ruffies 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 Award
AVA

Gold Award
Best Mobile App

Web Standards Award
Full Sail University

CSS Award
Full Sail University

Multimedia of the Year
Gulf Coast State College

SKILLS & TOOLS

Adobe Illustrator	CSS / Sass	InVision	Self-motivated
Adobe InDesign	Strong Partnerships	Leadership	Sketch
Adobe Photoshop	Empathy Mapping	Mobile App Design	Usability Testing
Adobe XD	Excellent Communicator	Paper & Pencil	User Experience
Agile Methodologies	Figma	Principle	User Research
Art Direction	Flinto	Problem-Solving	Wireframing
Asana	HTML5	Prototyping	
Collaboration	Interaction Design	Responsive Design	