KENTON PRESBREY
SENIOR UX/UI DESIGNER

UX Design Consultant with 10 years of experience creating intuitive and engaging user experiences across web and mobile platforms. Proficient in user research, information architecture, wireframing, prototyping, and usability testing. Adept at collaborating with cross-functional teams to translate business goals into innovative design solutions. Proven track record of delivering impactful products that enhance user satisfaction and drive business growth.

WORK HISTORY

UX/UI Consultant | OpenArc | August 2021 - June 2023

- Designed first-of-its-kind wellness application for people with disabilities for the non-profit organization Milestone PA.
- Responsible for managing up to 5 distinct projects at various stages of development, simultaneously, to ensure UX best practices and WCAC accessibility standards were met.
- Played a key role in the design and implementation the of PPG Industries Primer™ design system, used across multiple PPG digital online assets.
- Consulted stakeholders from a wide variety of industries and businesses sizes to generate application requirements, user-flows, wireframes, high fidelity designs.
- Facilitate design workshops and brainstorming sessions to generate ideas and foster a collaborative design culture.
- Partner with clients to develop comprehensive UX strategies that align with their business objectives, providing actionable recommendations within strict time and budget requirements.
- Collaborate closely with cross-functional teams, including developers, product managers, and marketers, to ensure seamless integration of UX design throughout the product development lifecycle.

UX/UI Designer | Benefytt Technologies | April 2017 - April 2021

- Designed a first-of-its-kind platform that allows for existing members to purchase insurance policies via their member portal leading to the sales of 70-200 additional policies each month.
- Worked closely with front-end developers to ensure accurate implementation of design solutions and resolve any design-related issues.
- Presented design recommendations and solutions to clients, facilitating productive discussions and incorporating client feedback into iterative design iterations.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality work while maintaining client satisfaction.

Graphic Designer | Benefytt Technologies | Dec 2014 - April 2017

- Collaborated with clients to understand their design needs, objectives, and target audience, ensuring effective visual communication and brand representation.Developing brand-centered UI style guides for new and existing applications.
- Developed innovative and impactful design concepts for a range of print and digital materials, including logos, brochures, packaging, websites, and social media assets.
- Executed design projects from initial concept to final production, adhering to brand guidelines and maintaining consistency in visual identity.

CONTACT ME

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EXPERIENCE

Custom Software Consulting (2yrs)

Marketing/Ecommerce UX (5 yrs)

Graphic & Web Design (10yrs)

SKILLS

User Experience Strategy

Information Architecture

Wireframing and Prototyping

Usability Testing

Interaction Design

Visual Design

Design Systems

Stakeholder Management

Presentation and Communication

HTML/CSS

DESIGN APPLICATIONS

Figma

Sketch

Adobe XD

Balsamiq (Wireframing)

Adobe Photohop

Adobe Illustrator

Lucid Chart (Flowcharts)

Mural

EDUCATION

Udemy.com

Mastering Data Visualization: Theory & Foundations (2023)

Ux Requirements Made Simple (2022)

How To Design for Accessibility (2021)

Lynda.com

Certificate of Completion
Adobe Illustrator & Photoshop
May 2014 - Dec 2014

Sandford Brown College

Bachelors in Graphic Design
May 2011 - Dec 2014