

# MIKE KENWAY

SENIOR PRODUCT DESIGNER  SOUTH BEND, IN

## PROJECTS AND EXPERIENCE

### Senior Product Designer / Sparq

JULY 2022 - PRESENT

Fortunate 1000 Clients Consulting Service Design Team Lead Design Mentorship

- Created Enterprise-Level Design Systems for small to mid-sized design teams, along with Developer Handoff training and best practices for multiple Fortune 1000 Clients.
- Increased employee productivity for a Healthcare Research Facility by applying both Software and Service Design strategies, reducing the amount of time and effort it takes to enter information by over 50%.
- Increased online-user adoption rate of information acceptance platform for one of the largest non-profits in the country by completely redesigning the online UI from the ground up, resulting in an over 400% increase in submissions.
- Removed the need for Developer maintenance for a large Banking entity by rebuilding and replacing their existing web infrastructure with a CMS tool, enabling the client's small team to push their own website updates in real time. This saved the branch over 50% of their outside operations budget, allowing them to spend that money on research and growth rather than maintenance.
- People Manager, Onboarding & Growth Focus (Team of 5)
- Junior Associate Development Program Lead

### Product Design Consulting / Kenway Design

FEB 2012 - PRESENT

Consulting Service Design eCommerce Non-Profit Work Marketing Automation

- Guided a National Mental-Health Non-Profit through establishing an online presence for awareness and outreach, designing and building an online-store complete with Product Photography and marketing email integration, and implementing a donation acceptance partner into their platform.
- Designed Interactive "Bingo" Style game for advertisers to get in front of active listeners for regional broadcast company. The game was a smash success for radio and attributed to an increase of revenue of almost 20% for that quarter compared to the previous 12 months.
- Guided local B2B supplier through an internal service restructure resulting in easier, more effective communication using modern tools, easier access to important sales metrics, employee information, and more with design and development of a local intranet platform.
- Designed and launched a new eCommerce site for a B2B supplier complete with price lists, customer onboarding experience, automated marketing email tracking, and online catalog browsing that resulted in an over 30% increase in online revenue vs the same quarter the previous year.
- Identified and worked with outside partners to implement a new ticketing and event management system for a local Bridal Expo to reduce the number of employees required for running and managing in-person events.

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## EDUCATION

### University of Michigan

UX Research & Design

2020

### Indiana University

Business Management

2016 - 2018

## TOOLS

Figma

Figma

Webflow

Adobe CC

Sketch

Miro

Notion

Microsoft Office

## REFERENCES

### Caleb Frank

SENIOR UX ARCHITECT / MRM


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### Kier Heyl


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