MIKE KENWAY

SENIOR PRODUCT DESIGNER ⚲ SOUTH BEND, IN

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PROFILE

As a Senior Product Designer with over 10 years of experience, I'm dedicated to creating exceptional user experiences that drive innovation and business success. My design journey has been led by a focus on empathy, user-centered design, and accessibility, combining the best practices of design thinking and design systems to craft products that resonate with users while aligning with organizational objectives.

As a design leader, I've had the privilege of mentoring and guiding emerging talents, sharing my knowledge and passion for design while fostering an environment of creativity and growth. I would love nothing more than to connect and explore the possibilities of how we can work together to make an impact through design.

RECENT EXPERIENCE

• Senior Product Designer

SPARQ • July 2022 - January 2024

- Created and managed Enterprise-Level Design Systems for Small-Mid size design teams, along with Developer Handoff training/documentation and best practices for Fortune 1000 companies

- Managed new hire onboarding experience and directly oversaw a cycling team of 4-6 reports to ensure successful adaptation to their new workplace and assist with managing client communication and expectations.

- Assisted in leading the "Junior Associate Development Program", taking in college students and exposing them to real-world development cycles and communication over a 12 week period.

• Lead Product Designer

BOONE & CROCKETT CLUB • January 2023 - January 2024

- Created a new design system to match the brand refresh B&C attained prior to project start to aid in design consistency and brand recognition across the new platform.

- Made regular presentations to the board of directors to pitch new ideas and update on project status.

- Designed and prototyped 10+ experiences across the product including Article Writing/Reading, eCommerce Management, Product & Service Information, Customer UGC Intake Forms (Multistep Data and Asset Collection), and complex search across both Desktop and Mobile applications.

• Other Notable Projects

VARIOUS COMPANIES • March 2020 - January 2024

Northwestern Mutual Data Science Institute: Removed the need for Developer Maintenance by designing a new CMS infrastructure to allow for admin-led content generation and on-page editing.

Mosaic Solutions Group: Increased employee productivity by revising data visuals and search tooling, and combining multiple scattered tools into a new project "Mosaic One"

Marshall Home Corporation: Complete eCommerce redesign for entire family of companies. 4 brands, one website. Initial launch created an explosion of online sales leading to an over 35% increase in sales over both the previous quarter, and the same quarter from the year before. Integrated modern email marketing and automation and redesigned employee service for further efficiency among a small team of admins.

SOFTWARE & HARD SKILLS

Figma	Webflow	Design Systems	Prototyping
Adobe Creative Cloud	Notion	Brand Design	Video Editing
Microsoft Office	UX/UI Design	Project Management	CMS Management

REFERENCES

Caleb Frank	Michael McNees	Kier Heyl
Lead UX Architect, MRM	Lead Developer, WeGoLook	Lead Developer, Strategic Education
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