Ken Kimball

UX | Design | Management

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Overview

18 years of experience in design leadership roles. Expertise includes Human-Centered Design, Interaction Design and Visual Design.

Adept at designing experiences that focus on user needs, promote intuitive interactions and allow deeper understanding of information across digital platforms.

Extensive work with clients in diverse industries, including Entertainment, Journalism, Education, Pharmaceutical, and Technology, e.g., Frontline, Masterpiece, NOVA, American Experience, Antiques Roadshow, Johnson & Johnson, Abbott Labs, Merck, Novartis, Qualcomm, Microsoft, Hewlett Packard, Ericsson and Baxter International.

Professional Experience

Director of Design and User Experience
WGBH/Digital, Boston, MA | 10/16 – Present

- Establish the vision and roadmap for a user-centered design practice within WGBH Digital.

- Provide guidelines to ensure a best-in-class user experience for a wide-range of digital products, including websites, mobile apps, education platforms and games for WGBH brands, such as MASTERPIECE, NOVA, FRONTLINE, American Experience, Antiques Roadshow, PBS KIDS, and PBS Learning Media.

- Promote the benefits of design sprints to internal stakeholders and clients. Coordinate and facilitate sprints across WGBH allowing teams to quickly align and understand business goals, user needs and product vision.

- Ensure UI/UX testing is an integral part of the product development process. Define customer-centric KPI's to ensure the user experience delivers positive results.

- Hire and promote key design personnel to form an effective and diverse team. Established a UX manager position to ensure the design team is highly engaged in UX activities across all projects. Coach and mentor the design staff and provide performance reviews and tailored growth plans for each individual.

- Partner with Senior Product Director to develop and shepherd client relationships by promoting the benefits of design thinking, user-centered design and the design team's capabilities.

- Participate in detailed project, budget, and team capacity planning in collaboration with cross-functional groups.

Lead UX Designer / Design Director
LitAgility, Boston, MA | 1/14 – 9/16

- Design groundbreaking, cloud-based, case management software for intellectual property attorneys. Establish UI and UX best practices, while promoting the benefits of user experience design to all stakeholders. Collaborate with stakeholders to define business requirements. Conduct user research, expert review and gather user and functional requirements. Create information architecture and interaction design deliverables including, storyboards, site maps, task

flow analysis, experience maps, wireframes and prototypes. Perform usability testing; synthesize data and present results to stakeholders.

- Work closely with the engineering team throughout agile development process. Refine design and add details to annotated wireframes when engineering issues arise and requirements change during sprints. Provide clear information about how to address needed modifications from a user-centered design perspective.

- Establish a consistent visual design language across LitAgility's software products. Designed LitAgility's brand identity and led the effort to create a new web presence.

- Build and maintain application's Help system and update user manuals.

Design Director
CaseSight, Inc. Boston, MA | 8/05 – 12/13

- Partnered with internal consultants to design and build digital presentations, tutorials and information graphics that visualize and teach complicated information. Developed memorable visual stories that help users and audiences to understand and retain newly learned information.

- Created a product development strategy for internal stakeholders and clients by establishing a user-centered design approach. Developed processes that incorporated design psychology, adult learning principles, and instructional design into presentations and interactive experiences that ensured the client's business strategies and goals were effectively met.

- As a hands-on designer, visualized information and data that persuaded, motivated, and prompted the user and audience into action, such as concept formation, decision making, problem solving, and exploration.

- Provided internal consultants with the appropriate staff or freelance design talent that best supported project demands. Also, partnered with consultants in the sales process by designing engaging sales presentations, and promoted the design team's capabilities during sales meetings. Participated in project "kickoffs" with consultants and clients to help plan project strategy.

- Acted as a liaison between cross-functional teams, including project managers, designers, and developers, and offered guidance in all areas of product development, e.g., user experience, interaction design, visual design, and technical execution.

- Advised project managers to set proper expectations regarding deliverables, milestones, and deadlines. .

- Presented the Design Department's productivity report at monthly executive team meetings. Summarized staff utilization, new projects and current marketing initiatives.

Art Director
Animation Technologies, Inc. Boston, MA | 11/01 – 8/05

- Managed the design and development process and provided creative direction to design team, while working closely with information architects, content strategists and project managers creating and developing interactive experiences that met both business and user goals for web, DVD and CD ROM platforms.

- Participated in hands-on Flash development, designed and programmed user interfaces, instructional and information graphics, illustrations, 2D and 3D animations.

- Directly managed 11 staff members, and at times doubled the design and development teams by sourcing and engaging additional freelance talent.

Senior Designer / Animator
4/00 – 11/01

- Designed and animated in Flash and 3D Studio Max, and programmed engaging, informative and instructional interactive media for web, DVD and CD ROM platforms using Flash and HTML.

Senior Graphic Designer
Reebok International, Canton, MA | 8/94 – 10/98

- Designed and developed innovative, high impact graphics for corporate divisions, including Creative Services, Licensed Products, Footwear and Apparel. Performed press checks for products requiring offset and screen printing. Collaborated with marketing, sales and product management to understand marketplace trends to better position and differentiate Reebok product from competitors.

Software

- Adobe Creative Suite, Sketch, Axure, InVision, Microsoft Office Suite, Atlassian's Jira

Professional Associations – Member of:

- AIGA
- Usability Professionals Association (UXPA)
- Interaction Design Association (IXDA)
- MITX – Massachusetts Innovation and Technology Exchange
- BostonCHI – Association of Professionals in Human Computer Interaction

Conferences and Workshops

- UXPA - Boston Conferences
- World IA Day - Boston
- An Event Apart - Boston

Education

Bentley University / Waltham MA
User Experience Certificate Program

Sheridan College / Ontario, Canada
Computer Animation Graduate Certificate

Rhode Island School of Design / Providence, RI
Bachelor of Fine Arts