

KEVIN LYNN BROWN

Product Design and UX Leader

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SUMMARY

Driven, enthusiastic, collaborative Product Design and User Experience Leader with a background in art and graphic design, Interaction Design, Visual Design and User Research, with skills, responsive web design using HTML, CSS and JavaScript. Collaborate with stakeholders, building relationships, lead user research and UX teams across the product portfolio. Plays a vital role, as a team member (or individually), in the design and development of innovative user interfaces, best in class visual design aesthetics, user experience, leading cross-functional teams in empathy with users, resulting in ease of use and high end-user satisfaction.

AREAS OF EXPERTISE

- Defined the UX strategy, AI/ML vision, & product design strategy and plans for several \$1B+ SaaS startups.
- More than 10 years experience hiring, training, leading and managing enterprise UX teams
- Design Thinking instructor and practitioner
- Lead usability research, rapid prototype and testing techniques (contextual inquiry, user testing, A/B testing)
- More than 10 years experience in graphical user interface design for web applications
- Coached multiple teams across several companies in creating branded Design Systems for products.
- Lead unification and branding of dozens of products, most acquisitions, to a common design system.
- Agile development practitioner for more than 10 years

CUSTOMERS

Federal Reserve Bank of the United States, Deutsche Bank, Royal Bank of Canada, ANZ Bank, JP Morgan Chase, BNY Mellon, Barclays Bank, Wells Fargo Bank, State Farm Insurance, Liberty Mutual Insurance, Farmers Insurance, Nationwide Insurance, Travelers Insurance, Allstate, Pfizer, McKesson, Amgen, Gilead, Kite, Roche, Jansson, Blueprint Medicines, Microsoft, Hewlett Packard Enterprise, CrowdStrike, Dun & Bradstreet, BNSF National Railway, Harley Davidson, Toyota Motor Corporation, Yamaha, Atlas Copco, Verizon, DirecTV, Comcast, Oracle, Lenovo, Standard & Poor's, Henkel, Medtronic, Novartis, Boston Scientific, Lexus Nexus, Thomson Reuters, KPMG

WORK HISTORY

Acceldata

Senior Director, Product Design

Nov 2023 – Jan 2025

Formed the Product Experience organization by combining UX Design and Documentation for the first time
Established the future AI/ML vision of the platform with an NLI-based interface as the entry point
Collaborated with designers to drive formal release of updated Cosmos Design System

CCC Intelligent Services

Director, Product Design

Jul 2022 – Jan 2023

Led one of two design teams in early research, prototyping and testing of new ideas for products, bringing several new products to market. Helped form and launch the Design Center of Excellence, defining the

Design Process and how it fits into the overall Product Development Lifecycle, and establishing cross-stakeholder collaboration, building relationships and improving the product development process across all teams and stakeholders.

ZS Associates**User Experience Design Lead (Consultant)**

Nov 2021 – Mar 2022

Design consulting for Pharma industry. Led and collaborated with 7 designers across the U.S. and India to design dashboards, analytics and reporting for large pharma companies like McKesson, Pfizer, Amgen, Gilead/Kite, Blueprint Medicines. Also designed the same for other clients like Microsoft Corporation. Designed a large, complicated application for McKesson to enable their distributors to monitor the location and volume of all drugs and therapies, to ensure adequate stock and avoid loss of inventory to expiring drugs, to evaluate drop-off of patients and follow up with them to ensure they stay on brand, avoiding loss to competitors, and stay on therapy for the duration of their prescriptions.

Conga**Vice President of User Experience and Design**

May 2020 – Oct 2021

Successfully led merging and integration of multiple UX teams, processes, and tools between Conga and Apttus. Drove corporate-wide rebrand of former Apttus products to the new Conga brand by first defining a new Conga Design System, then rolling it out to each product team and getting buy-in from product managers and developers to make changes necessary to get continuity across all products in the portfolio.

Apttus Corporation**Vice President of User Experience and Design**

Jul 2018 – Apr 2020

- Instituted User Research, User Testing, and Design Thinking as UX standard practices. Trained wider cross-functional teams (development, product management) in Design Thinking and established cooperative collaboration between all stakeholders.
- Trained Interaction Designers to be full-stack UX Designers (user research, testing, prototyping)
- Successfully led design team through the hardest years of the company's history, raising morale and team building, such that my team was the only division that had no attrition for the years I led them, and we actually grew and hired additional team members.

SAP / CallidusCloud**Director of User Experience**

Jan 2015 – Jun 2018

- Worked with 10 different development organizations to complete brand unification for 13+ different products with improved usability and responsive design where possible; major impact to the company – every screen for every product at the 2015 conference demonstrated my work. One customer personally told me seeing the brand unification enabled them to really trust CallidusCloud and that it showed the company was moving in the right direction.
- Improved ease of use scores as a result of UX engagement and UX design adoption. Our flagship product

previously had a 1-year learning curve. Through my leadership in UX design, we brought the learning curve down to 1 month. Unsolicited reviews on an industry web site previously said the product was “crushing their soul”, after the redesign reviews touted how easy the product was to use, and learn to train new hires.

**IBM
UX Lead**

Apr 2013 – Jan 2015

- Led a small team in designs for a currency inventory monitoring application for the Federal Reserve Bank, as well as file transfer systems for major movie production companies and television media archive divisions of major broadcasters.
- Designed a new corporate eDiscovery application from the ground up that could search across emails, hard drives, repositories and databases for structured and unstructured data across an entire enterprise.
- Additionally served as the Accessibility Focal Point for the Content Management Division of IBM, reviewing and certifying products for accessibility compliance.

**IBM
Human Factors Engineer**

June 2006 – Apr 2013

- Worked with UX/Development team to design a new case management software UI from the ground up, which was awarded internally for UI
- Usability lead for OmniFind Yahoo! Edition search product which was widely regarded as very easy to use and a strong competitor to Google Mini
- Logged thousands of hours in usability testing sessions, including hundreds in a one month span, more than the rest of the department collectively.
- Performed role as accessibility focal point for Information Management. Reviewed and helped bring several products to accessibility compliance for sale to customers, including government contracts. Logged hundreds of hours in lab user testing with persons with disabilities.

**Liquid Engines
UI Designer (Consultant)**

Nov 2006 – Jan 2008

My prototype code was used as the basis for the actual product UI. First UX person to directly bridge the gap between design and development. Thomson Reuters was so pleased, they bought the company.

**IBM
Staff Software Engineer, UI Engineer**

Aug 2004 – May 2006

- Design, code and test GUI for web-based multi-dimensional OLAP / Business Intelligence application using Java, JSP, DHTML and AJAX.
- Oversaw the rebranding from Alphablox to IBM after acquisition.
- Contributing developer adding 13 supported languages for internationalization.
- Trained in globalization, internationalization and localization.
- Trained in Agile/Scrum methodology.

Alphablox

Software Engineer, UI Engineer

Nov 1999 – Aug 2004

Design, code and test GUI for web-based multi-dimensional OLAP / Business Intelligence application using Java, JSP, DHTML and AJAX. Conducted numerous usability studies. Practiced eXtreme Programming, Test-Driven Development and pair programming, pre-dating the Agile Manifesto.

Myers Internet Services

Manager of Design Department

Jan 1997 – Nov 1999

Oversee all web site and web application design for the company.
Design web sites for larger accounts.
Designed over 150 custom financial web sites in 3 years.

PATENTS

Method For Displaying A Representation Of Data In Conditions Of Limited Visual Space
US Patent US 9652117 B2, Japan Patent JP 5528134 B

EDUCATION

Academy of Art University; Major: Illustration; BFA

OTHER SKILLS

Figma, Sketch, InVision, Adobe CreativeCloud, Miro/Mural.ly, Balsamiq, Axure, Dreamweaver, JavaScript, HTML, CSS, XML, Java, Angular, Ember, React, JIRA, GitLab, Abstract, Eclipse, JUnit, ANT, Salesforce, Google+ apps, MS Office, LotusNotes, Tomcat, WebSphere, Mac, Windows, Red Hat Linux, UNIX, Leadership, Hiring, Onboarding, Mentoring, Coaching, Building Relationships, Collaboration, Influence Executives, Establishing Processes, Managing People and Teams, Mentor, Coach, Service Design, Customer Experience, Design Thinking, Design Reviews, Design Systems, Design Strategy, Design Patterns, Style Guides, Mockups, Prototypes, User Testing, Heuristic Reviews, Walkthroughs, Whiteboarding, User Journey Maps, Affinity Mapping, User Surveys, Mobile Apps, HCI, Human-Centered Design (HCD), UX Design, UI Design, UI Development, Responsive Design, Web Design, Web Development, mobile design (Android, iOS), e-commerce, fintech / financial applications, AI/ML vision