

# Kenneth Pena

Digital Product & Visual Designer

kenjpena.com

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## EXPERIENCE

### Quadmark Motion Designer

August 2019 — Present

Phoenix, AZ

During my time at Quadmark I have increased engagement and improved the user experience of learning enablement platforms for Google, Android, Samsung and Paypal by using 2D motion design to communicate complex ideas and concepts to new users.

- Produced short videos that met and exceeded client expectations within their high-level branding guidelines.
- Animated over 20 explanation videos that high-profile clients use to onboard and train employees.
- Self-managed time and deliverables within tight deadlines to ensure a high standard of quality and client satisfaction.

### StreamWork Product Designer

January 2020 — December 2020

Phoenix, AZ

Responsible for crafting the visual brand identity as well as using competitive analysis and market research to create compelling product design.

- Responsible for the identity and brand development of StreamWork, including the creation of logos, a style guide, and other brand collateral.
- Owned the UX strategy and product design of the StreamWork platform, using market research and competitive analysis to identify opportunities for value streams of the business.
- Improved the user experience the StreamWork platform and developed a new visual design language that resulted in increased product adoption by over 300% within 6 months of implementation.

### Gooddogs.co Founder

Aug 2019 — February 2020

Chandler, AZ

A solo passion project, creating an e-commerce clothing brand which donates proceeds to a local community animal rescue.

- Partnered with a 501(c)(3) organization: Arizona's Center for Animal Rescue and Education [AZCare]
- Developed and photographed all 8 unique products, including shirts, stickers, and packaging.
- Produced over 150+ Social Media posts over a two month period, engaging over 500,000+ Instagram users.

### SCI Creations UI/UX Intern

January 2018 — December 2019

Chandler, AZ

On top of gaining hands on experience in rapid prototyping, helped the UI/UX Team build effective landing pages to help several clients achieve an average conversion rate of 5.23%.

## EDUCATION

### B.S. Graphic Information Technology

January 2017 - 2020 Ira A Fulton School of Engineering (Polytechnic)

*Magna Cum Laude* - Dean's Honor's List

## SKILLS & BACKGROUND

### Product Design Toolkit

- Surveys & Stakeholder Interviews
- Usability Testing
- Motion Design
- Rapid Prototype
- CSS
- HTML

### Tools

- Figma
- XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Procreate

### Communities

- TARO Magazine
- AIGA Poly

### Hobbies

- Music Production
- Guitarist
- Videographer
- Photography