KEVIN O'DONNELL

www.k-o-designs.com / 267-971-3167 / kevinod123@gmail.com

SUMMARY

I am a physical product designer turned digital product designer with a focus on creating exceptional experiences for end users throughout my career. I bring 15+ years of experience working with cross-discipline teams to deliver human-centered designs to users across an array of formats – from consumer products to experiential events to mobile apps. I am passionate about functional design and its ability to provide elegant, intuitive solutions to complex problems.

EDUCATION

2021-2022

User Experience & Interaction Design Certificate
DesignLab | UX Academy

2002-2006

Bachelor of Industrial Design
Pratt Institute | Brooklyn, NY

SKILLS

User Research
Competitive Analysis
UX Strategy
Wireframing
High-Fidelity Prototyping
Information Architecture
User Flows
Journey Mapping
Usability Testing
Project Management
Data Visualization

SOFTWARE

Figma
Photoshop
Illustrator
InDesign
HTML / CSS
InVision

EXPERIENCE

Founder / Industrial Product Designer
2017-present
Sterthous, LLC | Brooklyn, New York

- Work with clients to develop designs and prototypes for user testing, synthesizing findings to drive product improvements before final hand-off to factory production
- Design and maintain a responsive e-commerce website using the Shopify platform with HTML, CSS and JS enhancements to optimize the online customer experience
- Manage the design, sourcing, and production of a line of environmentally friendly and ethically made consumer products (primarily bags and backpacks)
- Design all branding assets, including company logos and marketing materials
- Provide design and prototyping services, private label products and co-branded collaborations with clients such as Lo & Sons and Mission Workshop

General Manager
2014-2017
Asher Israelow Studio | Brooklyn, New York

- Managed the day-to-day operations of a high-end furniture design studio including client management, production schedules, vendor relations and a team of 7 fabricators both in-house and in external shops
- Partnered with the production team to coordinate design specifications, technical limitations and production schedules
- Designed all marketing materials including look books, printed promotional materials and digital newsletters
- Enhanced the studio website with HTML and CSS to improve usability for clients and implemented an e-commerce component, generating a new revenue stream

Production Designer / Art Director / Event Designer
2008-2014
Kevin O'Donnell Design | Freelance, various locations

- Collaborated with cross-discipline partners and stakeholders including directors, writers, producers and clients to translate concepts into large-scale built environments, creating a visual atmosphere to enhance storytelling, mood and the emotional experience of the audience or guest
- Oversaw work by art department teams of up to 17 people including prop masters, set decorators, construction crews, scenic painters and graphic designers, communicating a cohesive vision across all components
- Select credits include:
  - tv series for Discovery Channel, History Channel, ESPN and Travel Channel
  - music videos for Sia, Lady Gaga and Beastie Boys
  - commercials for Capital One, UPS, NBC, Trojan Condoms, and Google Chrome
  - live events for JP Morgan Chase, Citi Group, MCM Luggage, PopSugar, Creative Time and numerous private clients