

About

I am a passionate designer focusing on communication, empathy and user-centered design principals by always putting the user in the center of every stage of production to create innovative experiences. Coming with a diverse background in film, marketing, design and entrepreneurship.

Education

Savannah College of Art & Design, Savannah, GA June 2010

M.A. Communications/Film & TV, Magna Cum Laude

Savannah College of Art & Design, Savannah, GA June 2009

B.F.A. Communications/Film & TV

Minor, Sound Design

General Assembly, New York, NY

UX Design

Work Experience

Co-Founder & UX/UI Designer

Perch app

Oct 15 - Present

Interview users to understand their desired, goals and objectives. Ideate mobile app by sketching ideas, rapid paper prototypes, and detailed wireframes based on research. Design interactions, UI and solutions meeting user needs. Collaborate with the iOS development team to surpass user expectations. Conduct in-person and remote usability testing, iterating the design based on feedback. Present work to stakeholders explaining design rational. Build animated high fidelity prototypes to illustrate functionality communicating the end user experience.

Social Media Manager

Premio Foods

April 15 - December 15

Writing content and design creative elements for campaigns, product packaging and marketing material. Developed, managed and analyzed KPI's for social media marketing programs to create campaigns supporting product, brand, and marketing initiatives across social networks. Interpret the direction of strategy/planning creative leads with consumer insight.

Co-Founder/Team Lead & Designer

Apexed app

May 14 - Present

Designed a mobile app from idea to launch which has been downloaded in over 60 countries. Managed and created teams including iOS/Android developers and UX/UI designers through completion. Launched Apexed app at the 2014 NY Auto show and featured on complex.com.

Co-Founder

Secretsofthebeard.com/Youtube Channel

April 13 - Present

Conceptualized and created a company and brand from the ground up. Developed strong relationships with outside producers, influencers and brands making us a destination for creative ideas. Building our programming strategy, creating engaging content through videos on youtube. Monitor trends in current programming to keep us current and competitive. Carry out various project types, including: web sites, online/mobile advertising campaigns. Act as the on screen talent, videographer and editor.

Skills

- User Research
- Usability Testing
- Personas
- Sitemaps
- Cardsorting
- User Flows
- Affinity Diagramming
- Wireframes
- User Centered Design
- Rapid Prototyping
- Video Production
- Sound Design

Tools

- Sketch 3
- Invision
- Photoshop
- Final Cut X
- Illustrator
- Mac
- Windows
- iOS
- Android
- Hubspot
- Google Analytics
- Social Media Platforms

Kevin Cigolini

User Experience Designer

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in / in/ KevinCigolini

Marketing Coordinator

Theorem

Nov 13 - April 15

Leadership Development Training, Served as an events coordinator, administering related marketing programs. Created, advocated, and implemented collateral projects, handling all aspects, from inception through execution; prepared support materials, press releases, and case studies. Served as an integral part of the marketing team; advised and developed innovative ways to grow brand. Managed company website and advised on content expansion and enhancement opportunities. Partnered with a PR agency to secure perspective media opportunities across all relevant industry publications, both press and online. Provided effective digital content development and raised inbound demand through videos, info-graphics, blogs, social media, ad words, web design updates, and Q/A testing; utilize HTML skills.

Business Specialist

Apple Inc.

July 11 - Nov 13

Delivered resourceful and proactive customer assistance through software troubleshooting and technical issues handling; demonstrated exceptional communication, client service, and problem-solving skills. Manage business accounts to provide innovative service by better understanding customers' needs and providing best solutions. Led workshops for multiple Apple products and software creating brand loyalty, new sales and repeat business.

Director of Digital Marketing and Design

Bertolotti Desserts

Dec 10 - June 11

Performed company re-branding through new logo, website and packaging, maintaining their history and image, resulting in a growing volume of a new and varied client base. Designed brochures for advertising purposes using Photoshop and Illustrator. Increased company sales by 45% within 6 months; Created content and monitored multiple social media accounts including Twitter, Facebook, YouTube. Directed market launches and event planning for food festivals and shows, raising brand awareness and sales.

Additional Experience

Freelance Video Editor

CNBC Global Headquarters

Production Associate

Fox News