

# Kevin Osborne

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## OBJECTIVE

Talented product designer with an innate ability to understand the user's perspective and create robust design solutions based on business and user needs. With half a decade of leadership experience, I have a proven track record of working independently, thriving in a team environment, and problem solving on the fly in high-pressure situations.

## EXPERIENCE

### **Juice Design**, Los Angeles CA — *Product Designer (Freelance)*

March 2023 - Present

- Heading the design of a web and mobile character creator for forthcoming table-top role playing game, *Draw Steel*.
- Creation of notification system for running app *Bullseye*, which led to a 50% increase in early sign-ups for app testing.
- Communication and collaboration with developers to create a seamless design hand-off, and ensure usability is consistent throughout the design process.

### **Elevate Eye Care**, Rosemount MN — *General Manager*

FEB 2022 - OCT 2023

- Led a diverse team of 14 clinic employees through the acquisition phase by Elevate Eye Care. Ensured a seamless transition, minimizing operational disruptions, and fostering a culture of adaptability and patient-centric focus.
- Identified patient pain points and designing initiatives to streamline billing and insurance processes, resulting in a 30% increase in patient satisfaction compared to the previous year.
- Implemented personalized staff development goals, teaching the skills to work independently, and aligned them with team objectives to enhance overall sales performance.
- Redesigned operational procedures in response to the COVID-19 lockdown, prioritizing clinic safety and comfort. Implemented enhanced safety protocols and changes to our sales funnel, resulting in a 15% increase in sales compared to the previous year's average. Leveraged patient feedback to refine protocols, ensuring ongoing alignment with patient needs.

### **Yankee Eye Clinic**, Eagan MN — *Digital Designer*

MAY 2019 - JAN 2022

- Clearly communicated concepts and designs for compelling digital and print ads using Figma and Photoshop for the clinic's official partnership with the Minnesota Vikings, elevating brand visibility and engagement.
- Initiated the development of a user-friendly website to effectively communicate clinic services and enhance the overall user experience for patients.
- Adapted seamlessly to ever-changing client requirements and unforeseen challenges, consistently delivering high-quality designs and marketing solutions for multiple projects simultaneously.

## SKILLS

Figma, Adobe Creative Suite, user experience, user testing, user research, visual design, interaction design, product design, information architecture, wireframing, prototyping, leadership and staff development

## EDUCATION

**Designlab, Online** - UX/UI Design Bootcamp, 2020-2021

**Normandale Community College, Minnesota** - Psychology (AA), 2014-2016