

# KENNY COX MSC CUA

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## PROFILE

I am a proud graduate from Lancaster University whereby I earned a master's degree in International Innovation and focused on Design Thinking, User Centered Design, Market research and Ethnographic research. Since graduating, I am recognised as a Certified Usability Analyst from Human Factors International in India. I have also taken UX E-commerce training in Copenhagen and been certified as a UX & Usability Expert from the XD-i Institute in Brussels.

As a freelance UX Designer and Usability Specialist, I am dedicated and passionate about learning and growing into a stronger problem fixer. My passion is to be able to empower people by understanding user pain points, testing conceptualised solutions and implementing changes that impact the world in a positive manner.

I consider myself to be an adept communicator who thrives at the interface between the business, marketing and the technical world; transforming client/business requirements into technical specifications and explaining technical constraints and possibilities in clear, simple terms. I am an expert strategist and proven team player, with a genuine passion for delivering engaging and user-friendly designs that adhere to brand guidelines, whilst delivering value and ensuring an optimised User experience.

My exceptional specialist training compliments valuable analytical, problem solving and decision-making skills and the ability to influence and negotiate with developers, senior leaders and third parties to ensure needs are identified, prioritised and addressed: Now seeking a related position, where experience, expertise and creativity will bring immediate value.

## KEY SKILLS AND EXPERTISE

- Influencing & Advising
- UX Research and Design
- Web Editing and Comprehensive Website Design
- Adobe Creative Suite and Sketch
- Strategy, Direction and Roadmaps
- Affinity Mapping / Journey Mapping
- Solution Design and Troubleshooting
- Testing and Assurance - User/Usability Testing
- Strong Practical Design Skills
- Digital Marketing (Google Analytics, Google Optimise, Google Ads Manager, GemPages, Canva, Invideo)
- Broad and Advanced IT (Design Related Software etc.)
- Team leadership - Project Management
- Quantitative and Qualitative Analysis
- Customer/Client Liaison and Satisfaction
- Business Analysis and Business Strategy
- Employee Leadership and Mentoring (Development Teams)
- Stakeholder and Third-Party vendor management
- Identification & Resolution of Process Inefficiencies
- Working within an 'Agile' Development/Delivery Environment
- The ability to effectively build and manage key relationships

## TECHNICAL AND PROFESSIONAL SKILLS

- Research methodologies: Formative and Summative Research, Design thinking, Service design(thinking), Ethnographic research, Quantitative analysis, Qualitative analysis, Heuristic evaluations, Usability testing (IEC62366), Focus groups, Guerrilla testing, Stakeholder interviews, and Contextual research, 1:1 interviews
- Business analysis skills: Business, User and Functional Requirements Documentation, Porter's Five Forces, PESTLE, Use Case Diagrams, Class Diagrams
- User Modelling: Personas, Empathy Mapping, User Journey Maps, Service Blueprints
- Interface design: Wire-framing, Prototyping, Sketching, Component-level interaction principles and concepts, Bitmap and vector design
- Information architecture and information design: Card sorting, Reverse card sorting, Requirements capture, Content development, Information structure, Navigation structure, Page and functional design, Search design
- Software: Adobe Suite (Photoshop; Illustrator, Adobe experience, Flash; Dreamweaver; Premier; Audition;), proto.io, Axure, Google analytics, Jira, Trello, Marvel, Wireframer

## QUALIFICATIONS AND PROFESSIONAL DEVELOPMENT

- **Digital Marketing** - Ongoing (September - December 2019)
- **Human Factors International (HFI)** - Certified Usability Analyst (CUA) (May 2018)
- **XDI - Experience Design Institute, UX 360°** – Certified UX & Usability Expert (April 2018)
- **UX Training** (www.uxtraining.com) (February 2018) - User Experience Training Course
- **Baymard Institute** - UX E-commerce Certification Copenhagen, Denmark (January 2018) – Homepage and Category - 79 guidelines - Exam Passed, Product Page - 98 guidelines - Exam Passed, E-Commerce Search - 60 guidelines - Exam Passed, E-Commerce Checkout - 134 guidelines - Exam Pending, Mobile E-Commerce - 146 guidelines - Exam Pending
- **Lancaster University** - MSc in International Innovation (Design)– (2015-2017)
- **South China University of Technology** - Chinese Language and Culture – (2016-2017)
- **University of Central Lancashire** - BSc (Hons) in Multimedia– (2013-2015)
- **University of Central Lancashire** - Foundation Degree in Computing – (2011-2013)
- **Sessions College, For Professional Design** - Foundation Certificate in New Media Marketing – (2007) Flash Design and Typography; Design: Graphic, Interface, Information, Advertising, and Banner Ad Design; Branding; Web Project Mgt.

- **Interaction Design Foundation** - Become a UX designer from Scratch, Human Computer Interaction, Web Design for Usability, Conducting Usability Testing -
- **Florida State University** - Academic and Professional Webmaster Program – (2007-2011) Photoshop, XHTML, Dreamweaver CS3 (HTML and CSS), and Web Architecture

## EXPERIENCE

- **UX Researcher/Designer (2016-2017), Lancaster Brewery** - Formative research was conducted whereby I played an integral part of an international design team completing a case study into two stages
  - The first stage of this research project was conducted in Lancaster (UK) for a four-month period, research methods included conducting interviews, surveys, empathy maps, designing mental models, and personas, to be used as a benchmark for our second phase;
  - The second phase of this case study took place in Guangzhou (China) for six months and the purpose of this phase was to complete and report our findings based on conducting ethnographic research, quantitative and qualitative analysis, usability testing, field research, competitive analysis, to add value and clarity on who the consumer is, market positioning, understanding the local and foreign competition, branding for internationalisation which would be used to adjust business strategies related to logistics, marketing, brand positioning and adjusting to business strategies for internationalisation.
- **University (2011-2017)** - Please see my education section
- **UX Designer (2007-2010) Treasure Island Management** - Contributing technical expertise in the strategic planning and creation of completed projects/design work; analysing requirements, making recommendations, identifying potential risks, developing plans and providing the solution(s)
  - Creating a Business Strategy Plan and ensuring its implementation
  - Managing and coordinating Development Teams; building a culture of people management based on valuing colleagues and grounded in ensuring end goals are understood at all levels; motivating, training, and explicitly recognising individuals' strengths.
  - Working closely with all key stakeholders, including senior management, to ascertain their core requirements and ensure each party is effectively informed of technical aspects involved in design work - tailoring language etc. to avoid jargon
  - Completing User/Usability testing (remote and in-person), encompassing; A/B testing, guerrilla testing, mouse tracking, eye tracking, Think Aloud, Web analytics, Content strategy,
  - Successfully creating of a range of UX deliverables including sketching, journey mapping, wireframes, interactive prototypes, personas, customer life cycle, user scenarios, product analysis, process design, flow charts (user flows, screen flows)
  - Proactively supporting Developers/other teams by remaining accessible and providing expert advice to ensure speedy delivery and quality of innovative/creative apps
  - Managing related technical governance issues; including design reviews and the preparation of guidance/support documentation etc. - Creating wireframes and working prototypes in InVision for review and User testing
  - Completing detailed UX / UI Design and Research - (HTML, CSS, Adobe Suite), low-high fed prototyping
  - Troubleshooting and resolving design issues as and when they arise, and presenting design options/solutions to key stakeholders
  - Undertaking a range of related tasks, including; ethnographic/field research, surveys, interviews, quantitative and qualitative analysis.
- **Webmaster (2001-2007), Belize Telecommunications Ltd** - Marketing executive whereby I Designed and maintained corporate web sites: www.btl.net, www.digicell.bz and www.belizeweb.com - Web and Graphic Design, Flash Animation for banner advertising and flash website design Contributed to Business and Marketing strategy for a wide range of services, products, and clients
  - Utilised UX / UI Design, Design web and print, (HTML, CSS, Adobe Suite) and Flash advertising
  - Ensured thorough User/Usability testing, A/B testing, mouse tracking, think aloud, web analytics, content strategy
  - Undertook low-high fed prototyping, wire-framing, journey mapping, customer life cycle, user scenarios, user stories, flow charts, user analysis testing with a wider UX team

## SUPPORTING STATEMENT

My recent activity has centered on studying for, and achieving, very high-level specialist UX Design qualifications. I took the decision to take many courses, following a serious accident that resulted in me having to leave my previous role in order to recover. I made a conscious decision to travel and study to better understand the world and cultures within. I have a broad array of interests and skillsets that include specialist skills with an aptitude to never stop learning and growing. I catch on fast and my positive attitude speaks louder than my words. I have been working freelance from time to time over the years and I am now ready to return to work full-time or contract roles for companies that make a positive impact in society.

I now hope to move back into UX/UI R&D, as this is the arena, I am passionate about and have the expertise and experience in. I believe that some of my strengths are in building quick and positive relationships and I am also very analytical which allows me to assess services and products, online and offline. I see that some of my experience is lacking and I'd like to work on those areas so that one day I can be a high level senior UX/UI R&D Specialist. I hope to find a new role, where I can work hard and make an immediate impact. I am genuinely committed to making a success of the role I pursue and feel that, because I have worked so hard to achieve the skills required to succeed, and my passion to be impactful in life, I can take on this `next` position at a high level.

Thank you for considering my suitability for this position and I look forward to hearing back from you.