

Napier Kentish II

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EXPERIENCE

IBM, Atlanta, GA — Senior User Experience Designer

JULY 2017 - PRESENT

Across the disciplines of design, business analysis, and communications, I create deliverables to bring forth change in customer and employee experiences.

PROJECTS

Services Client

FEBRUARY 2022 - PRESENT

Crafting user journey maps and personas to communicate the current state pain points of an employee experience in meetings. The goal is to identify the opportunities to improve the experience at scale across the entire organization.

Energy & Utilities Client — UX Designer

FEBRUARY 2022 - FEBRUARY 2022

Standardized a design system with proper pixel increments to help quickly paper prototype bill design variants for a bill redesign engagement.

Telecommunications Client — UX Designer

JUNE 2021 - FEBRUARY 2022

Creates high-fidelity wireframes with a design system for field service agents. Designs are created leveraging user flow artifacts created by previous designers and researchers. Assets are delivered through design sprints.

Energy & Utilities Client — OCM Lead

APRIL 2021 - SEPTEMBER 2021

Created a communication plan for the bill design change for all customers. Assets delivered include a communication plan for internal and external education of bill design changes. Additionally a research guide was crafted to inform the fidelity of communication assets based on current market trends.

SaaS Client — UX Researcher & Design Analyst

NOVEMBER 2020 - APRIL 2021

Conducted user interviews with current customers to identify how they discovered, evaluated, and purchased tax software. The research encompassed user interviews, desk research, and market research through Forrester. Performed analysis of UI components to assist in accelerating design sprints and overall development. Assets created included a desk and market research readout, interview synthesis readout, and UI component analysis presentation deck.

SKILLS

User Experience Design

User Research

IBM Design Thinking

Content Writing

Story Telling

Social Media Planning

PR Writing

Business Process Design

Media Pitching

Oral Presentation

Agile

SOFTWARE

Adobe XD

Adobe Illustrator

Adobe InDesign

Sketch

Invision

Energy & Utilities Client — UX Researcher

SEPTEMBER 2020 - NOVEMBER 2020

Conducted user interviews with sponsored users (client-employees) to identify opportunities for improving the customer and employee experience for energy-efficient processes. Assets created included research readout, journey maps, and presentation decks.

Telecommunications Client — UX Designer

JUNE 2020 - AUGUST 2020

Through ideation with the client, low-fidelity wireframes were created to envision the future capabilities of a Salesforce CRM system. The wireframes were leveraged during a discovery phase for the business team to move forward in signing future phases of work. Assets created included wireframes, journey maps, and presentation decks.

IBM Internal Team — Visual & UX Designer

MAY 2019 - JUNE 2020

Designed visual assets for internal clients and initiatives. Gathered research and end-user understanding through Design Thinking methodologies. Assets created included wireframes, logos, email banners, web graphics, and presentation decks.

Telecommunications Client — UX Designer

MARCH 2019 - APRIL 2019

Delivered low and high-fidelity desktop screen mock-ups for showcasing the user experience of a data analyst. Additionally, gathered user research through interviews, working sessions, and design thinking workshops.

Energy & Utilities Client — Business Analyst

JANUARY 2019 - MARCH 2019

Delivered business process design maps and functional business requirements for the operations team to update procedure documentation and identify gaps within the workflows.

Telecommunications Client — Business Analyst

JUNE 2018 - DECEMBER 2018

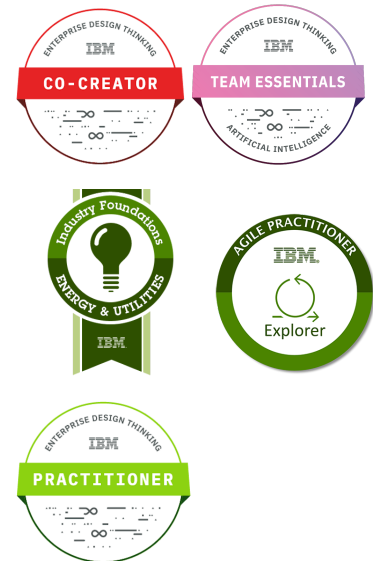
Delivered an internal MVP product to reduce operation costs and increase business revenue by holding stakeholder interviews and writing user stories for analyzing excel documents and transferring numerical data into the AS400.

Energy & Utilities Client — Business Analyst

JANUARY 2018 - MAY 2018

Delivered business process design maps and functional business requirements to the technology and operations team for AMI implementation.

IBM DIGITAL BADGES



EDUCATION

Maryland Institute College of the Arts, Baltimore — *Master's Professional Studies (MPS)*

MAY 2021

User Experience Design & Research

General Assembly, Atlanta — *Certificate*

DECEMBER 2018

User Experience Design & Research

Howard University, Washington, DC — *Bachelor's of Art*

AUGUST 2013 - DECEMBER 2016

Strategic, Legal, Management Communications & Graphic Design