



Kevin Hepworth

Product Design Leader with over 12 years of experience
building outcome-oriented products and design teams.

CONTACT

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EXPERIENCE

Sayari — Director of Product Design

APRIL 2023 - SEPTEMBER 2023

- Created sketches, wireframes, user flows, information architecture, high-fidelity mockups and prototypes for customer user testing and feature deliverables.
- I oversaw and executed qualitative and quantitative user research to inform feature and product roadmap enhancements.
- Lead collaborative roadmap planning workshops with cross-functional peers across product, engineering, data, and sales to drive delivery of outcome oriented designs.
- I managed and mentored a team of 3 product designers.
- Advocated and implemented change management processes resulting in team performance improvements within 3 months.

Sumo Logic — Product Design Lead

AUGUST 2021 - APRIL 2023

- I executed all aspects of user research and product design from influencing outcome oriented product roadmaps based on customer needs to producing high-fidelity mockups for feature implementation within the Cybersecurity Business Unit.
- I chartered a design driven voice of the customer program for routine customer user engagements to validate the value, usability and viability of solutions across the product development lifecycle.
- I built and led an outcome-oriented design team of 3. This included: recruiting, hiring, managing and coaching designers in addition to instituting vision and operational processes for research and design.
- Efforts resulted in: improved delivery timelines, a customer centric design culture, effective cross-functional partnerships and improved CSAT and NPS scores of 20% over 18 months.

SKILLS

Design Systems

Figma

Sketch App

Adobe CC

InVision

Abstract

Zeplin

Miro

Jira

Confluence

Pendo

Usertesting.com

B2B & B2C

EDUCATION

Colorado State University

Bachelor of Fine Arts

Graphic Design

2007-2010

Secureworks — Principal UX Designer

JULY 2020 - AUGUST 2021

- I directed design-thinking workshops with my cross-functional peers in product and engineering to ideate features and solutions for the Search Feature of a Cybersecurity SaaS product.
- Additionally, I translated project requirements and customer insights from user research into: user journeys, UX flows, wireframes and high fidelity prototypes for engineering implementation and additional user testing.
- Resulting efforts led to improvements in usability, customer satisfaction and product roadmap alignment across teams.

Cognizant — Senior Product Designer

OCTOBER 2017 - JULY 2020

- I led and delivered upon all aspects of UX and UI design as part of cross-functional Enterprise SaaS product team within a seed accelerator.
- I was tasked with creating: sketches, wireframes, personas, user flows, information architecture and high-fidelity prototypes.
- Working directly with product, engineering, architecture, sales and UX researchers, we successfully stood a new P&C insurance claims SaaS product from the ground up within 4 months.
- This resulted in additional funding and team resourcing to complete the product's development, the organization's first successful implementation of user research, and securing 2 Fortune 500 customers after launch.

Robert Half — Senior UX Design Consultant

AUGUST 2017 - OCTOBER 2017

SportsLabs — UX/UI Designer

FEBRUARY 2016 - JUNE 2017

Madwire — Web & UX Designer

JANUARY 2011 - FEBRUARY 2016