



Kevin Woerner

Senior Designer

I'm Kevin Woerner, a digital designer for lots of things you find on the web. I am deeply interested in designing user journeys and experiences through applications, websites and rich media ads. I am a highly collaborative visual designer who works closely and effectively across teams of specialists and stakeholders to deliver web products that delight clients.

I have over 10 years experience in designing for the web. I love working with people and thrive in a collaborative setting. I enjoy the process and helping to refine it in whatever project I am involved with.

Simply put... I love design. I enjoy working with people. And I strive to make web products more usable and effective through revising, testing, and reiterating.

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EDUCATION

A.A.S. Graphic Communications
Northwest Florida State College
2005 - 2008
Studied Graphic Communications with a focus on Web Design

UX Program Courses
Seattle School of Visual Concepts
2015 - 2016
Courses included:

- Fundamentals of UX
- Design and Prototyping Tools
- Prototyping

SKILLS

- Web Design
- Wire Framing
- UI Prototyping
- Creative Thinking
- User Experience
- Iterative Design
- Collaboration
- Adobe CC Suite
- Sketch
- Axure
- InVision
- CMS
- HTML, CSS, Javascript
- Jira, Confluence, Trello

PROFESSIONAL EXPERIENCE

CDK Global

2014 - Present

Agency Web Designer II

Lead Designer on CDK's digital display advertising product: display and retargeting ads.

- Work closely with high spend clients and internal stakeholders through presentations, design mocks and iterations.
- Execute design handoffs to development team and ensure quality assurance of product functionality through testing.
- Work in partnership with implementation teams to deliver current designs that are requested by client month-over-month.
- Improve team efficiencies through creating and owning the Agency Design Team Jira dashboard.
- Train new designers and document best practices.

Agency Web Designer I

Holden Lead Designer

- Led CDK's design efforts for General Motor's Australian brand Holden

Autonation Lead Designer

- Designed 50+ net new display ad templates for Enterprise Dealer Group client Autonation

PowerBrand and Email Designer

- Designed custom display ads, landing pages and email campaigns for CDK's dealership clients.

X10 Wireless Corporation

2009 - 2013

Web Designer

- Designed ads for email marketing campaigns that sent to 600,000 unique addresses daily