

# Kevin Sheldon

I'm a User Experience and Product Design expert with over 15 years of experience. I have worked for creative agencies, product startups, and non-profits. I bring excellent communication skills, analytic problem solving, and strong knowledge of technology to everything I do.

Most recently, I have shifted into design leadership, creating and building out design teams, design operations, and overall digital product flows at an enterprise level.

## GET IN TOUCH

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1 (516) 695 0959  
kevsheldon@gmail.com  
[www.kevinsheldon.com](http://www.kevinsheldon.com)  
@kevsheldon

## EXPERIENCE

**Senior Director, Design** *College Board* APR 18 - present  
Lead integrated design team including UX, UI, visual design, and creative strategy.

- Manage 30+ designers distributed across multiple product teams
- Grew UX/UI discipline from 5 to 15+ designers in under two years
- Established design ops and production best practices across the organization
- Oversaw design rehaults leading to company's regaining of global customer and sales market share lead

**Instructor – UX/UI** *New York Code & Design Academy* 2018

**Director of User Experience** *PledgeMusic* MAR 14 – APR 18  
Led UX and design at the largest direct-to-fan platform for musicians in the world.

- Rebuilt fan and artist experiences
- Designed and launched Android and iOS products
- Built strategy for multiple consecutive years of record user base and revenue growth

**Principal** *Sheldon Consulting* NOV 08 – present  
Brought clients like PopGoal, AlarmSmarter, and AttainFertility from conception through launch.

- Work included design and customer attraction & retention strategy

**Sr. Interaction Designer** *Iris Worldwide* FEB 12 – MAR 14  
Installed user-centric digital design and design thinking as an integral part of the agency.

- Campaigns won national recognition and 2 OMMA Awards.
- Contributed to customer acquisition and sales strategy.
- Launched several consumer products to great sales success

**User Experience Lead** *Euro RSCG Life* OCT 11 – FEB 12

**Interaction Designer** *Cell Division* FEB 11 – OCT 11

**User Experience Architect** *Funny Garbage* JUN 09 – FEB 11

## EDUCATION

**New York University** *Master of Arts* 2008

Humanities and Social Thought. 3.9 GPA  
Focused on sociology, cultural thought, and media

**Cornell University** *Bachelor of Arts* 2002

History. 3.5 GPA  
Minors in business and computer science  
Frederick Marcham Scholar; Dean's List

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## TECHNICAL SKILLS

- Design software: Sketch, Adobe CC, Figma, Studio
- Prototyping and documentation: InVision, Zeplin, etc.
- Product Development cycles: agile, waterfall, Lean UX
- Analytics and conversion funnel analysis and improvement
- Knowledge of front-end technology: HTML, CSS, Javascript
- Familiarity with full stack tech: databases, API, etc.

## EXPERTISE

- Customer acquisition and conversion
- User research and testing
- Intra- and Inter-team communication and presentations
- Web and technical analytics
- Team leadership and management
- Writing, editing, and content strategy

## OTHER TRAINING AND WORKSHOPS

- Product Management - General Assembly
- Photoshop - General Assembly
- Graphic Design - Noble Desktop
- Sketch - Noble Desktop
- Project Management - Learning Tree
- Storyboarding - Story First at IxDA
- Psychology of Digital Interaction - AlterSpark

## REFERENCES

1. **Stephen Godfrey** *CPO PledgeMusic, former supervisor*  
stepheng@gmail.com
2. **Zev Nevo** *Principal at AlarmSmarter, client*  
zevnevo@gmail.com
3. **Dan Willig** *UX Director at FROM, former colleague*  
danwillig@gmail.com.