Brad Koehn /kain/
UX & Product Design Leader

I'm a UX & product design leader — crafting delightful, world-class experiences for web, mobile, & emerging technology for over 18 years.

Work Experience

CSAA IG
`1 yr` **Sep 2022 - August 2023**

Sr. UX Strategist

I research, design, prototype, and sometimes develop elements of our Lumina Design System. I create icons, illustrations, animations, and interactions. I mentor other team members in design best practices.

Santander Consumer USA Inc
`10+ yrs` **July 2012 - Sep 2022**

Lead Digital Designer   *2020 - Present*

I researched, designed, prototyped, and developed the digital experiences to improve usability, CX, customer acquisition and loyalty, and to meet critical business objectives. I designed icons, illustrations, animations, and interactions. I mentored other team members in design best practices and technologies. I was in charge of the design systems and designed and developed internal native mobile apps.

Director of Digital Design   *2018 - 2020*

I managed a team of UX designers in the creation and maintenance of emails, websites, and mobile apps for the Santander Consumer USA and Chrysler Capital brands – leading them in design and UX best practices and technologies. I created animations and interaction designs. I also designed, developed, and managed our internal native mobile apps.

Director of Mobile Strategy   *2015 - 2018*

I managed a team of mobile designers and developers – directing the ideation, strategy, UX, UI design/implementation, and architecture of 4 native mobile apps (3 iOS, 1 Android). I advised Marketing & IT heads on mobile UX and technology strategies. I also served as the lead designer and developer.

Senior Manager of Web & Mobile Marketing   *2012 - 2015*

I managed a team of UX designers / front-end developers in building our marketing and servicing websites. I was the lead UX designer and developer using design tools, HTML, CSS, and Javascript to create delightful and engaging interactive experiences. I also designed and developed Android and iOS apps.

Skills

Leadership, design systems, creative direction, UI/UX design, interaction design, design thinking, UX strategy & research, wire-framing, prototyping, usability testing, branding & identity, typography, information architecture, illustration, icon design, accessibility, API creations & integration, WordPress theme/plugin dev, animation (After Effects, CSS, Javascript), copywriting, studio & on-location photography/videography, Figma, Sketch, Adobe.

Technologies & Languages

HTML, CSS, JavaScript, JSX, Objective-C, Swift, PHP, Python, Java, Dart; WordPress, SQL, MySQL, Git, Android, iOS, Xcode, Flutter, Node JS, NPM, Yarn, webpack, React JS, JQuery, SCSS, LESS, Next.js, Knockout.js, Bootstrap, Typescript, JSON, XML, REST API, SOAP, CodeIgniter, ColdFusion, Sitecore

Education/Training

2021 • Nielsen Norman Group – UX Certificate
2016 • Big Nerd Ranch – Beginning iOS (iPhone/iPad) with Swift
2002-2004 • Criswell College
1995-1999 • University of North Texas

ReadyRosie   2 yrs December 2012 – June 2015

Technology Consultant / Contractor

- Consulted and helped build their foundational technology framework.
- Automate emails through WordPress, PHP, and MailChimp API.
- Created custom plugin to enable staff to create MailChimp campaigns within the WordPress admin of their site.
- Provided web design, development, video editing, email template design, optimization, and training in the various technologies until they were able to hire a full-time technology staff.

Track What Matters - *(a telematics startup)*   5 yrs July 2007 – July 2012

Director of UX & Innovation

- Directed the digital strategy, development, UX, design, marketing, and support of products.
- Designed and developed applications for web and mobile (UI, UX, front-end & back-end, PHP, HTML, CSS, JavaScript/AJAX, Cold- Fusion, SQL).
- Copywriting (for web and all marketing communications).
- Managed the marketing and communication: automation (email and SMS), strategic research, surveys, interviews
- Designed websites, brochures, mailers, logos, branding, email templates.
- Managed research & development of adding and adapting new technology and features to meet user needs.
- Managed customer care and tech support team.

eInstruction Corporation   2 yrs July 2005 – July 2007

Interactive Designer & Developer/Photographer

- Designed and developing web applications and interactive training experiences using Flash.
- Designed brochures, flyers, presentations, and multimedia for use on web and at trade shows which helped increase company's exposure and generate leads and sales.
- Designed and developing flash movies and graphics for corporate website, solidifying company's brand and position as market leader.
- Organized website's information architecture, improving usability and efficiency for customers.
- Managed photo shoots by working with local schools and hiring models
- Photographed and processed professional quality photos that contributed to eInstruction's brand and saved thousands of dollars.
- Designed icons, illustrations, flyers, web pages, multimedia, and other marketing material