

# Kevin Paz

## Senior Product Designer

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Collaborative Senior Product Designer with a track record of driving user engagement and conversion through responsive, high-quality designs. Data-driven and research-guided, focusing on simplifying complex challenges into clear, intuitive experiences. Skilled in cross-functional collaboration, rapid prototyping, and iterative design processes to support growth initiatives. Adept at balancing short-term experiments with a long-term design vision.

## Experience

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### Senior Product Designer, Trading Platforms

Nov 2024 – May 2025

Robinhood • Contract | Remote

- Delivered high-fidelity prototypes to influence roadmap prioritization for power users, balancing technical feasibility with user trust and comprehension
- Partnered cross-functionally with PMs and engineers to align UX strategy with business goals, translating complex financial data into intuitive interfaces
- Scaled the trading platform's design system by introducing reusable components that enhanced consistency across high-density data environments
- Delivered four advanced charting features in 8 weeks that enhanced user engagement and conversion through intuitive, high-fidelity design solutions

### Product Designer, Money

Feb 2024 – Oct 2024

Credit Karma • Contract | Remote

- Owned the full product design lifecycle for mobile-first support features in a banking context, improving engagement by 42.5%
- Collaborated with engineers and product to optimize workflows within compliance boundaries, boosting customer self-service by 10%
- Applied user research to design and prototype AI-powered features, helping customers resolve issues efficiently while reducing support volume

### Product Designer, Tax

Aug 2022 – July 2023

Credit Karma • Contract | Remote

- Defined MVPs and launch strategy with PMs and Marketing, contributing to 39.1% adoption growth and higher conversion to TurboTax
- Led user research and iterative design for mobile tax refund tools, driving a 20% increase in engagement through data-informed decision-making
- Facilitated ideation workshops and user testing with product and engineering to uncover pain points and deliver cohesive product experiences

### Sr. UX Designer - Marketplaces & Social

Jan 2022 – June 2022

GoDaddy • Contract | Remote

- Designed and iterated on seller onboarding experiences, increasing account creation by 22% through targeted improvements in IA and flow
- Built interactive prototypes for Google Shopping features, increasing click-through by 20%, while aligning efforts with engineering to streamline implementation

## Senior Product Designer

Aug 2020 – Present

Freelance | Remote

Clients: CleverFi, Make it MVP, Kosher Without Borders, Career Nebula, Pi'ikū Co.

- Delivered end-to-end dashboard design for complex technical use cases, simplifying network management through intuitive UI
- Led a 3-person design team to reduce user search time by 95% through UX rearchitecture grounded in research insights and journey mapping
- Mentored junior designers and led cross-functional collaboration for MVP delivery, balancing business priorities with user needs

## Skills

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### Core Skills

UX Design · Interaction Design · Visual Design · Prototyping · Design Systems · Information Architecture · User Research · Mobile & Web Design

### Strategic Collaboration & Leadership

End-to-End Product Design · Cross-Functional Collaboration · AI-Driven Experiences · Systems Thinking · Design System Development · Research Synthesis · Storytelling · MVP Definition

## Education

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### University of Nevada, Las Vegas

BS Hospitality Management

### Object-Oriented UX Strategist Certification

Certified OOUX Strategist

### Design Lab UX Academy

UI/UX Design Certificate

## Volunteering

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### Design Mentor

April 2023 – Present

Pi'ikū Co. | Remote

- Mentored junior designers on real-world projects, guiding them through design processes and execution