Kevin Ray

Phone: (561) 373-3808 | Email: kevinray2024@gmail.com | Portfolio: www.kevinray.dev

EDUCATION

Harvard University, Cambridge, MA   05/2024

AB in Government (Tech Science Track) | B.J. Whiting Prize

EXPERIENCES

Harvard Public Interest Tech Lab – Gov 93B, *Researcher*, Cambridge, MA   09/2023-Present

Project: TikTok: 20 Minutes to Extremism

- Led an research investigation into how TikTok's recommendation algorithm infers user identity and amplifies harmful or extreme content based on behavior signals.
- Designed a hybrid methodology combining user simulation, content audits, and behavioral path mapping to analyze algorithmic patterns and system-level bias.
- Visualized findings through presentation-ready formats that made complex concepts accessible to non-technical stakeholders.
- Developed product and policy recommendations to improve algorithmic transparency to build safer discovery experiences.

USDA United States Forest Service, *Lead Product Designer,* Cambridge, MA   01/2023-05/2023

Selected by Harvard Tech for Social Good to lead semester-long engagement.

- Led end-to-end redesign of an internal workflow platform, improving task completion by 15% and user satisfaction by 45%.
- Transformed multi-step processes into intuitive, low-friction flows that supported high-frequency government workflows.
- Designed and iterated visually polished Figma prototypes, emphasizing hierarchy, consistency, and brand-aligned tone.
- Built modular design system from scratch to ensure UI consistency, accessibility, and cross-platform scalability.
- Collaborated with engineers and PMs to scope, refine, and deliver dev-ready designs focused on usability and performance.

Discriminology, *Product Designer*, Cambridge, MA   01/2022-05/2022

Selected by Harvard Tech for Social Good to lead semester-long engagement.

- Led UX strategy and prototyping for an MVP platform, shaping product direction in a fast-paced, early-stage environment.
- Conducted user research to uncover pain points in accessing and understanding complex education data.
- Designed mobile-first Figma prototypes that balanced data clarity with visual hierarchy, interaction flow, and storytelling.
- Proposed schema-informed navigation flows that helped user explore datasets without prior technical expertise.
- Presented research findings and design rationale to cross-functional stakeholders, aligning product vision with user needs.

US Agency for International Development (USAID), *UX Researcher & Designer,* Cambridge, MA   08/2022-12/2022

Selected by Harvard Tech for Social Good for semester-long engagement.

- Increased donor engagement by 20% through targeted UX improvements that clarified navigation, streamlined onboarding, and built trust in donation process.
- Conducted 30+ interviews to identify user motivations, drop-off points, and conversion barriers across the donor journey.
- Synthesized research into personas, journey maps, and wireframes that reduced friction and strengthened user confidence.
- Iterated high-fidelity Figma prototypes with a focus on interaction clarity, trust signals, and clear user feedback.
- Delivered annotated designs and visual components that ensured brand consistency and cross-platform usability.

United Nations Capital Development Fund, *Product Designer*, Cambridge, MA   08/2021-12/2021

Selected by Harvard Tech for Social Good for semester-long engagement.

- Designed a digital platform that enabled governments and nonprofits to compare financial systems, with a focus on clarity, accessibility, and interaction simplicity.
- Reimagined navigation and interaction flows to reduce cognitive load and support intuitive data exploration.
- Conducted stakeholder interviews and competitive analysis to uncover friction points, trust barriers, and usability gaps.
- Prototyped data-rich visualizations and multi-step walkthroughs in Figma using visual hierarchy and typography to support informed decision-making and streamline user engagement.

SKILLS

- **UX & Product Design:** Interaction Design, UX Strategy, Human-Centered Design, Design Systems, Visual Storytelling
- **User Research & Analysis:** Usability Testing, Journey Mapping, Persona Development, Competitive Benchmarking, A/B Testing, Affinity Mapping, Behavior Pattern Analysis, Conversion Optimization
- **Tools & Prototyping:** Figma, Adobe Creative Suite, Interactive Prototyping, Data Visualization, Tableau, Wireframing
- **Collaboration & Execution:** Cross-Functional Teamwork, Stakeholder Communication, Agile, Developer Handoff
- **Technical & Platform Fluency:** HTML, CSS, SQL, Web Accessibility (WCAG), Data-Driven Design
- **Languages:** English (Native), French (CEFR B1), Czech (CEFR A2)