

ken villapando. senior product designer.

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EDUCATION

Michigan State University, BA,
Media Information, Creative Advertising

August 2010 - May 2014 3.95 GPA,
Honors College, Design Specialization

CERTIFICATIONS

Forrester Mastering CX

SKILLS

- Figma
- Adobe Creative Suite
- Miro
- JIRA
- Rally
- UI/UX
- Product Design
- GenAI
- Chat GPT
- Art Direction
- Squarespace
- WebFlow

AWARDS

- 2020 One Show Silver Pencil
- 2019 D Show Silver
- 2019 D Show Shortlist x5
- 2017 D Show Shortlist

WORK EXPERIENCE

VML, Senior Experience Designer

December 2020 - Present | Detroit MI

- Lead and manage a team of UI designers, UX specialists, strategists and writers for three products within the Ford Guest Experience Platform.
- Design using the Ford Motion Design System to create intuitive, efficient and seamless mobile and web user experiences that provide a feeling of effortlessness.
- Translate concepts, ideas and visions into user flows, iterate through wireframes, prototypes, high fidelity mockups and produce detailed UI design specifications for developers to implement.
- Collaborate with cross-functional Ford teams including product managers, developers, research strategists and business analysts to define design requirements and solutions that meet business objectives.
- Produce Figma prototypes for user testing, collect user feedback, validate ideas and functionalities, iterate and make improvements to create optimal user experiences.
- Perform excellent communication and presentation skills to clearly articulate designs as well as independently move projects forward while keeping the team and key stakeholders informed.
- Conduct design reviews with key stakeholders and provide guidance to developers to ensure UI accuracy in design demo's.
- Spearheaded the UX and UI design for a comprehensive and innovative calendar tool for dealerships that led to a patent and a nomination for the 2025 Henry Ford Technology Award.

MRM//McCann, Digital Art Director

June 2016 – December 2020 | Birmingham, MI

- Design lead for the 360 digital CRM campaign for General Motor's Certified Pre-Owned vehicles that went on to win awards at the D Show and One Show.
- Crafted engaging visual brand identity and digital experiences for General Motors including the redesign of GM Certified Pre-Owned website.
- Implemented and advocated the very first design system for GM Certified Pre-Owned website.

Isobar U.S., Visual Designer

November 2014 – June 2016 | Detroit, MI

- Designed in-market OLA units for General Motors on third party sites that drove strong customer acquisition.