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EXPERIENCE

Creative Director/Lead Product Designer | EdLogics

May 2014 - July 2025, Virginia Beach, VA

- Spent 11 years at EdLogics as Creative Director and Lead Product Designer, owning end-to-end design for a complex B2B gamified health education platform across desktop and mobile—defining user journeys, interaction patterns, and a cohesive visual language.
- Built and evolved the platform's design system (components, layout rules, motion patterns, interaction states) to deliver consistent, scalable experiences across dashboards, games, and marketing surfaces, partnering closely with engineering to maintain design integrity through launch.
- Drove exceptional craft in visual clarity, spacing, motion, and micro-interactions so dense health and benefits content felt approachable and easy to navigate for diverse, non-technical users.
- Applied strong systems thinking—anticipating how design decisions cascaded across flows, surfaces, and edge cases, and collaborating with product and engineering to balance enterprise-grade complexity with consumer-level simplicity.
- Used AI and automation as part of an AI-assisted workflow for research synthesis, content exploration, design iteration, and documentation, treating AI as a design partner to move faster while keeping experiences accessible, inclusive, and grounded in real user needs.

Senior Front End Developer/Designer | Chemistry Communications

April 2012 - May 2014, Pittsburgh, PA

- Blended front end development and design expertise to deliver projects across web, mobile applications, and print using HTML5, CSS3, JavaScript, Figma, and Adobe Creative Suite, elevating engagement and conversion rates for key clients.
- Engineered responsive user interfaces and visual assets for digital campaigns, strengthening client brand messaging and ensuring seamless cross-device experiences.
- Collaborated with stakeholders to translate client requirements into engaging UI designs, leveraging Figma and Adobe Creative Suite to deliver visually compelling outcomes for promotional initiatives.

Lead Visual UX Designer, Senior Front End Developer | Buzzhoney

March 2010 - April 2012, Pittsburgh, PA

- Implemented design systems and UI component libraries, standardizing the visual language and ensuring consistency across the Giant Eagle website.
- Developed front end architecture and user interfaces for Giant Eagle website using HTML5, CSS3, and JavaScript to deliver an intuitive browsing experience across platforms.
- Created engaging social media collateral by applying advanced layout techniques and branding principles with Adobe Creative Suite.
- Developed cohesive marketing materials and signage by aligning visual designs with established brand guidelines.

Graphic Designer | Thermo Fisher Scientific

June 2005 - March 2010, Pittsburgh, PA

- Designed a wide range of print materials—including global product catalogs, brochures, posters, and long-form publications—as an in-house graphic designer.
- Created illustrations and animations for characters, flow diagrams, and technical concepts, and partnered with the CEO and leadership on keynote decks and annual sales meeting collateral.
- Prepared and executed visual materials for national sales events, exhibition design, collaborating cross-functionally to guarantee alignment with event branding using Adobe Creative Suite and Microsoft Powerpoint.
- Led video production and motion graphics, from on-location filming at facilities (e.g., Toronto) to coordinating vendors and producing final edited pieces.
- Designed Adobe Flash games for the e-commerce site, including original 3D characters and branded mini-games, significantly increasing user engagement and month-over-month ROI.

SKILLS

Creative Direction:

Design: Lead Product Design, UX Design, UI Design, Interaction Design, User-Centered Design, Customer Experience, Product Strategy, Design Thinking, Design Workshops, Information Architecture, Flow Mapping, Wireframing, Prototyping, Design Systems, Responsive Design, Outcome-focused Design

Technical Skills: Creative Director, Art Direction, Brand Stewardship, Stakeholder Alignment, Design Leadership, Cross-functional Collaboration

Artificial Intelligence:

Design: AI-Assisted Research, AI-Driven Product Ideation, AI-Supported UX Flows & Wireframes, AI-Accelerated Prototyping, React Components, Context-Aware UX Writing

Technical Skills: Context Engineering (BMAD) using Cursor and Claude Code. Vibe Coding tools like Lovable, Chef by Convex, v0, Bolt.new and more. RAG Systems, Vector Stores (Pinecone), Docling, n8n Automation, MCPs (Webflow MCP, DevTools MCP, Playwright MCP), Using AI in Design-to-Dev Handoff

Web & Application Development:

Design: Web Application UX, Component-based UI, Responsive Web Design, Design for Performance & Accessibility, Design-to-Development Handoff

Technical Skills: AGILE Software Development, Webflow Development, Front-End Development, HTML5, CSS3, JavaScript, CMS Architecture, Database-driven Experiences, Bubble.io, Shopify Development, eCommerce, Reservation Booking Systems, Web Accessibility

Branding:

Design: Brand Strategy, Logo Design, Visual Identity, Design Systems for Brand, Brand Voice & Messaging, Multi-channel Brand Consistency, Marketing Campaigns, Trend & Competitive Analysis

Technical Skills: Brand Guidelines, Style Guides, Campaign Concepts, Presentation Design, Storytelling

Game Design / Gamification:

Design: Game Design, Gamification Strategy, Reward Systems, Points / Badges / Leaderboards, Educational Game Design, Engagement & Retention Design

Technical Skills: Game Mechanics, Level Design, ROI-Driven Game Experiences, Gamification Certification (University of Pennsylvania)

Motion Graphics & Video Production:

Design: Motion Graphics for Product & Marketing, Video Storytelling, Animated UI Elements, Event & Explainer Videos

Technical Skills: Video Production, On-location Filming, Editing & Post-Production, AVIF / Lightweight Web Animations, Storyboarding

3D Modeling & Animation:

Design: 3D Character Design, 3D Logos & Assets, 3D for Product Storytelling, 3D in Game & UI Contexts
Technical Skills: 3D Modeling, 3D Animation, Spline, 3D Studio Max, Blender, Sprite Sheet Creation

Illustration & Visual Design:

Design: Illustration, Iconography, Infographics, Technical Diagrams, Character Design, Layout Design, Typography, Color Systems

Technical Skills: Album & Poster Art, Festival & Tour Visuals, High-impact Presentation Design, Print & Digital Asset Production

Tools & Platforms:

Design: Design System Setup in Figma & Webflow, Rapid Prototyping with AI-assisted Tools such as Lovable, Bolt.new, Chef by Convex, v0 etc.

Technical Skills: HTML, CSS, Javascript, Figma, FigJam, Webflow, Relume, Shopify, Bubble.io, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, etc.), Spline, MagicPath, Subframe, Kittl, LovArt, Google Stitch, n8n, Supabase, Convex, Contentful

Process, Collaboration & Leadership:

Design: Discovery & Problem Framing, Journey Mapping, Workshop Facilitation, Documentation & Specs, Outcome-driven Roadmapping

Technical Skills: Cross-functional Collaboration, Working with Engineering & PM, Agile / Iterative Delivery, Mentorship & Coaching, Design Review & Critique, Design-to-Dev Handoff Processes

Print & Marketing Collateral:

Design: Print Design, Marketing Collateral, Sales Enablement Materials, Long-form Publications, Posters & Brochures, Event & Expo Graphics, Direct Mail, Social Media Graphics

Technical Skills: Pre-press Production, Large-format Graphics, Trade Show & Environmental Graphics

EDUCATION

Associates in Arts & Design | Pittsburgh Technical Institute

Pittsburgh, PA, 2005

Associates in Arts & Design | Oakbridge Academy of Arts

New Kensington, PA, 2002

Fine Art Major | Indiana University of Pennsylvania

Indiana, PA, 2000

- In my time studying Fine Art at Indiana University of Pennsylvania for 2 years, I wanted to further my career in more of a graphic design commercial sense. So I changed my focus and started my degree at Oakbridge Academy of Arts.

CERTIFICATIONS

Certificate in Gamification | University of Penn

2021

- Completed a formal online gamification course to deepen expertise in designing gamified health education experiences at EdLogics, with the goal of making health topics more engaging, enjoyable, and effective for users.
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