



# Kenny Mortimer

385-227-2343 | kennymort1@gmail.com | linkedin.com/in/kennymortimer

**Portfolio Website:** [kennymortimer.com](http://kennymortimer.com)

## Lead UX Designer / Senior Product Designer

UX and Product Designer with over a decade of experience crafting intuitive, user-centered digital experiences. Skilled at solving complex design challenges and aligning user needs with business goals. Through years of collaboration with diverse teams, I've grown into a leader who understands how thoughtful design transforms products and fosters engagement. Passionate about enhancing the user journey, I am particularly inspired by the intersection of fitness, sports, and technology, striving to create impactful solutions in this dynamic space.

## WORK EXPERIENCE

### Software Technology Group | Lead UX Designer

*July 2024 – Present*

- Lead UX design for a large-scale enterprise website serving hundreds of thousands of users.
- Focus on optimizing lead generation and conversion through user-centered design principles.
- Conduct A/B optimization tests, user research studies, and consult on design system processes.

### Zwift | Senior Product Designer

*July 2021 – March 2024*

- Lead product design for Zwift Companion, a native iOS and Android mobile app.
- Served as a senior individual contributor on multiple company initiatives.
- Led a multi-year feature set for content discovery and planning tools within the mobile app.
- Assisted in bridging hardware-to-software UX workflows, ensuring cohesive user experiences.
- Optimized internal tools to streamline workflows and improve team efficiency.

### Merkle | Senior UX Designer

*June 2020 – July 2021*

- Worked with high-profile clients such as Dunkin' Donuts and NBC.
- Designed a corporate training platform for Dunkin', leading the process from initial research through advanced wireframes and user flows.
- Improved NBC's digital asset management platform by implementing UX optimizations based on user needs and business goals.

### Avalaunch Media | Senior UX Designer / Developer

*February 2018 – October 2020*

- Designed and optimized user experiences across diverse industries, ensuring seamless digital interactions.

- Mentored junior designers and interns, fostering growth and enhancing team expertise.
- Worked with notable clients including CaptionCall, LifeSeasons, and Red Ventures, delivering tailored solutions aligned with their business goals. Balancing design and development, I led projects that improved digital touchpoints for clients across industries.

### **Utah Jazz | UX Design Intern**

*January 2016 – June 2016*

- Collaborated with the NBA franchise's in-house design team to enhance their online retail store, streamlining the eCommerce interface for a better fan experience.
- Aligned design updates with brand guidelines, gaining practical experience in UX strategy and execution within sports and retail design.

### **Fanzz Sports | Web Designer**

*June 2014 – February 2018*

- Starting as an entry-level contributor, I was promoted to Lead Web Designer at Fanzz Sports after making impactful contributions to the company and its culture.
- Designed and launched the Fanzz Rewards loyalty program, integrating online and in-store experiences.
- Created email campaigns and implemented web optimizations to enhance customer engagement.
- Improved search and filter plugins, leading to a more seamless user experience.

**EDUCATION:** Bachelor of Fine Arts (BFA), Graphic Design – University of Utah

### **SKILLS**

- Visual Design
- Experience Design
- HTML, CSS & Javascript
- Game UX/UI
- Product Design Leadership
- End-to-End Product Design
- UX Research & Strategy
- Visual Design & Prototyping
- Cross-Functional Collaboration
- A/B Testing & Optimization
- Agile Methodologies
- Adobe Creative Suite, Figma, Prototyping Tools
- User Testing
- Jira
- Product Roadmapping