



Kenny Mortimer

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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 design transforms products and fosters engagement. I am particularly inspired by the intersection of fitness, personal progress, and technology, creating impactful solutions in this dynamic space.

WORK EXPERIENCE

Smule | Senior Product Designer

May 2025 – Present

- Product Design Leader for the leading singing consumer mobile app, serving 500K+ daily active users, and 1.1M+ weekly active users
- Supporting an Android and iOS native build with a well defined design system.
- Leading design system integrations and submission processes, evangelizing design system usage and best practices.

Software Technology Group | Lead UX Designer

July 2024 – May 2025

- 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.

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