

Kevin T. Boyd

designer and web developer

DESIGN SKILLS

Seventeen years of experience in designing and developing web sites, pages and software – including user experience (UX), visual/user interface (UI), and interaction – and more than five years experience in designing for print – including publications, infographics and collateral – serving brand, marketing, info and technical content.

SOFTWARE SKILLS

Master of Photoshop, Illustrator, InDesign, PowerPoint and Dreamweaver. Master of HTML and CSS. Experience with PHP and JavaScript. Experience with Drupal, WordPress, and other CMSs. Experience with Flash, Fireworks, Keynote, OmniGraffle, Sketch, whiteboard, pen and paper. Able to quickly learn any design tool.

PEOPLE SKILLS

Fifteen years of experience managing people and leading teams of creative and technical talents. Able communicator of design and technical ideas to stakeholders, partisans and civilians. English proficient, highly verbal. Facilitator of fun, productive meetings. Agile cross-function collaborator. Low risk. Try me!

PROFESSIONAL EXPERIENCE

KevTom.com — contract, consulting, design and web development

Principle Consultant — 2011 – Present

Current clients: Illumeo, work2future/City of San Jose, BiCWA, Brain Support Network
Clients have included NASA, ShoreTel, Sustainable Silicon Valley and Startup Monthly.

Illumeo — a video training platform

Design Director — Sept. 2016 – June 2017

- Designed all mobile-responsive UX, UI, interaction, marketing, pitch decks, whitepapers and mobile-responsive email for company re-branded as Illumeo.

Proformative — a UGC/lead-generation business

Senior Designer — Aug. 2011 – Sept. 2016

- Brought UX, UI, marketing and print design in-house and provided UI engineering support as a close collaborator with the CTO, the CEO and several VPs and CMOs.
- Designed and shipped web and print products for sponsored CPE events, designed web and marketing for initiatives, designed UX and interaction, and developed UI for on-demand video training platform and a unique self-assessment tool. Led redesigns for two major business pivots, leading to a profitable exit for the founders.

Stanford Medicine — a medical school, hospital and clinics

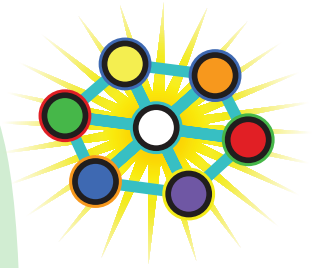
Manager, Web Support and Training — 2009 – 2011

- Created an in-house agency and managed a staff of three web designers and developers providing web site production, technical support and user training

Stanford School of Medicine — a medical school

Lead Web Designer — 2000 – 2009

- Invented a novel server-side architecture and build process to create a consistent brand experience that allowed for effective sub-branding, and that saved the school more than \$3 million projected infrastructure cost, plus yearly licensing.



Portfolio

www.kevtom.com

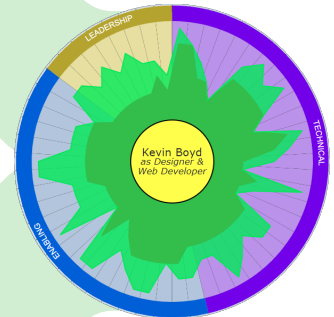
LinkedIn

linkedin.com/in/kevintboyd

Education

BFA, School of the Art Institute of Chicago

Explore an interactive data visualization of all competencies against benchmarks for this job title via goo.gl/gFGK8G



Design skills

User experience (UX)
User interface (UI)
Interaction
Email
Visual design
Graphic design
Conceptualization
Layout and grids
Illustration
Typography
Infographics
Motion

Technical skills

HTML/CSS/PHP
Mobile responsive
Photoshop
Illustrator
InDesign
Sketch
Drupal
WordPress
PowerPoint/Keynote



PROFESSIONAL EXPERIENCE — CONTINUED

Stanford School of Medicine

Lead Web Designer — 2000 – 2009 — CONTINUED

- *Developed and operated technical infrastructure and processes that served the school for 10 years, were adopted by the hospital, powered 600 sites, earned the 2008 Association of American Medical Colleges Award of Excellence in Electronic Communications, and gained top page rank in Google for “medical school” and first rank for “school of medicine.”*
- *Created and built the in-house Web Help agency, saving 75% on builds, and trained over 800 site authors in web production in 250 live sessions, saving an estimated \$57,000 annually.*
- *Hired and led 12 temporary and student employees.*

San Jose Mercury News — a major metropolitan newspaper

Editorial Art Director — 1995 – 2000

- *Managed Editorial Art Department and led a collaborative team of thirteen artists and graphics editors, and five interns, in providing news graphics, illustrations and designs, earned design awards and shared a staff Pulitzer.*
- *Increased productivity, improved quality, reduced errors and modernized the Mercury’s technology, while reporting, writing, and illustrating news information graphics, and designing news pages, on no-excuses daily deadlines.*

Awards:

- *Staff Pulitzer Prize for General News Reporting*
- *Silver Award, Society of Newspaper Design (SND)*
- *Second Place, Best Informational Graphic, California Newspaper Publishers Association*
- *Three Awards of Excellence, SND*

ADDITIONAL TRAINING

- *Managing @ Stanford – Management & School of Medicine Supervisory Essentials – certified*
- *Tribal Leadership Intensive 1 & 2 – Networked leadership training, CultureSync, by staff from Wharton School of Business*

VOLUNTEER ACTIVITIES

- *Wu Hao Tai Chi, Beginners’ Instructor, Sunday mornings, Cuesta Park, Mountain View, weather permitting*
- *Rebuilding Together Silicon Valley – Photographer, Painter, Carpenter*
- *Village Harvest – Fruit Picker, Packager*