

HELLO, I'M

# KEVIN KUO

**Full stack designer** who visualizes intuitive design with delightful experience. Currently, I'm a **design system lead** at **Cisco** where I focus on multi-cloud SaaS platform.

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## EXPERIENCE

### Cisco Systems

Design System Lead • Nov 2015 - Present

As a visual design lead of the UX team, I bring consumer product vision to enterprise software. Create design systems from the ground up to support a suite of multi-cloud management SaaS platforms. Manage and mentor a team of 3 designers, providing career direction, ensuring optimum efficiency, and inspiring design culture.

### Samsung Mobile R&D

Visual Design Lead • Jun 2014 - Nov 2015

Visual design development throughout the entire product lifecycle, from initial explorations through final design deliverables. Produce deliverables such as storyboards, templates, screen layouts, color palettes, typography, UI elements, and prototypes. Translate conceptual ideas into engaging visual presentations and design solutions.

### Expert Communication

Art Director • Apr 2013 - Jun 2014

Help lead (online and offline) marketing campaigns for Adobe, Autodesk and Union Bank from concept to completion. Scope of work includes emails, banners and landing pages. All designed to increase subscriptions, encourage upgrades and educate users with insightful tips and tricks.

### Ryan Partnership

Interactive Designer • Nov 2007 - Apr 2013

Provided technical and visual direction for a wide range of interactive projects including emails, websites, videos, rich media ads, print and digital publications. Drove overall creative strategy to meet client goals.

## EDUCATION

### San Francisco State University

BA, Visual Communication Design

### Academy of Art University

MFA, Advertising (75%)

## AWARDS

### 2012 OMMA

Online Banner

### 2014 Communicator Awards

Email Marketing

## EXPERTISE

### Visual Direction

- typography
- color
- spacing
- motion

### Alternative Career

- chef
- beat producer
- investment advisor
- front end developer

### Branding

- logo
- design system
- marketing
- presentation

### Tools

- adobe cs
- figma
- sketch / invision
- after effects

