

HELLO, I'M

# KEVIN KUO

**Full stack designer** who visualizes intuitive design with delightful experience. I'm **Design System Lead** at **Rivian** where I focus on systematic UI for digital ecosystem.

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## EXPERIENCE

### Rivian

Lead UI System Designer • Jan 2021 - Present

Collaborate across multiple teams to build a robust design system to be informative, focused, and expressive, as well as manage it holistically to ensure consistency across the Rivian digital ecosystem including mobile app and in-vehicle software. Initiate Figma variable library to align digital products for cohesive design language.

### Cisco

Visual / Design System Lead • Nov 2015 - Jan 2021

As a Visual / Design System Lead, I bring consumer product vision to enterprise software. Created comprehensive 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 R&D

Visual Design Lead • Jun 2014 - Nov 2015

Visual design development throughout and 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

Lead both online and offline marketing campaigns for Adobe, Autodesk and Union Bank from concept to execution. Scope of work includes emails, banners, and landing pages. Result are positive constantly to promote subscriptions, encourage upgrades and educate users with insightful tips and tricks.

### Ryan Partnership

Interactive Designer • Nov 2007 - Apr 2013

Provides 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's goal.

## 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

- ◆ **Design System**
  - tokenization
  - variable library
  - theming
  - components
- ◆ **Visual Direction**
  - typography
  - color
  - spacing
  - micro interaction
- ◆ **Alternative Career**
  - chef
  - dj
  - investment advisor
  - front end developer
- ◆ **Tools**
  - figma
  - figma plugins
  - adobe cs
  - after effects

