



**Anthony E. Kosky**  
Principal UX Designer & Product Strategist

## Contact

614.900.4529

anthony@anthonyekosky.info

<https://www.anthonyekosky.info>

7412 Tullamore Glen Drive,  
Huntersville, North Carolina, US, 28078

<https://www.linkedin.com/in/anthonyekosky>

## Skills & Tools

### Design Tools

- Adobe Creative Suite
- Artificial Intelligence (AI) (Figma Make, ChatGPT, CoPilot)
- Figma (Figma, FigJam, Figma Make, Slides)

### Product & UX Design

- Affinity Diagramming / Affinity Diagram
- Artificial Intelligence (AI) (as a tool or domain knowledge)
- Atomic Design
- Business Process Flows
- Conceptual Design / Concepting
- Customer Journey Mapping
- Design Thinking
- Information Architecture
- Interaction Design
- Issue Definition
- Issue Perception
- Low & High-Fidelity Design
- Mockups
- Personas
- Product Design
- Prototyping / Prototypes
- Responsive Design
- Scope Definition
- Sketching
- Storyboarding
- Strategic Planning
- User Experience (UX)
- User Experience Design (UED)
- User Interface Design
- User-centered Design
- Visual Design
- Web Content Accessibility Guidelines (WCAG)
- Wireframing

## Summary

Principal UX Designer & Product Strategist with over two decades of expertise in transforming complex systems into streamlined and user-centric solutions. Adept at leveraging AI and innovative design techniques to enhance product delivery and customer satisfaction and evidenced by a significant boost in payment success rates and Net Promoter Scores. Passionate about fostering a culture of collaboration and mentorship, while driving systemic impact through visionary design strategies that empower both users and organizations.

## Employment history

October 2022 - Present - 3 Years, 3 Months - Boston, Massachusetts

### Principal Product, UX, UI Designer | Fidelity Investments - Remote - Full-time

Boost payment success rate by 89% through intuitive payment method design.  
Accelerate time-to-market by 41% using AI for faster design iterations.  
Reduce support call volume by 47% with strategic enhancements to legacy credit card processes.  
Increase Net Promoter Score by 33% through high-impact design solutions.  
Improve delivery speed by 36% by optimizing workflows and enhancing data accessibility.

June 2022 - October 2022 - 4 Months - Mooresville, North Carolina

### Lead Product Designer | Lowe's - Hybrid - Full-time

Unified 12 systems into a single supply chain platform, boosting efficiency by 72%.  
Championed UX design for Supply Chain Customer Promise, enhancing user experience across locations.  
Streamlined workflows and clarified roles, ensuring cohesive and efficient team execution.  
Mentored junior designers, fostering leadership and enhancing team capabilities.  
Addressed remote and cross-functional challenges, maintaining project momentum and team cohesion.

May 2020 - June 2022 - 2 Years, 1 Month - Mooresville, North Carolina

### Sr. Product Designer | Lowe's - Hybrid - Full-time

Streamlined user experience with intuitive design, enhancing product owner insights.  
Developed a dynamic Imports platform, boosting data interaction and user personalization.  
Facilitated cross-functional collaboration, fostering data-driven decisions and innovation.

December 2019 - May 2020 - 6 Months - Mooresville, North Carolina

### User Experience Designer, Architect | Lowe's - Hybrid - Contract

Mapped architectural flows to enhance user experience, boosting development efficiency.  
Conducted workshops to identify user pain points, leading to strategic user experience improvements.  
Empowered product owners with insights for actionable user experience enhancements.

January 2017 - January 2020 - 3 Years, 1 Month - Columbus, Ohio

### Founder/Owner | Elephant Sense Studios LLC. - Remote - Freelance

Led strategic project scoping, aligning goals with business needs and user expectations.  
Guided MVP development for cost-effective iterations, enhancing resource allocation.  
Boosted brand presence through targeted digital strategies across diverse platforms.  
Managed CRM systems to proactively resolve issues, improving client satisfaction.

October 2018 - October 2019 - 1 Year, 1 Month - Columbus, Ohio

### Principal UI/UX Designer, Consultant | Robert Half Technologies - On-site - Contract

Enhanced UX by crafting tailored dashboards, aligning design with business goals.  
Created UX artifacts like wireframes and prototypes, improving usability and design strategy.  
Directed a 16-member team, ensuring effective task delegation and UX/UI innovation.  
Interpreted 584 user responses to refine user profiles and address key pain points.  
Resolved brand misalignment using analytics, updating materials for clearer branding.

February 2018 - October 2018 - 9 Months - Dublin, Ohio

### Digital Design Consultant | Velosio - On-site - Full-time

Led Dynamics 365 CE Portal projects, enhancing client solutions with tailored designs.  
Developed strategic portal methodologies, driving successful market implementations.  
Guided teams and clients in best practices, improving portal usability and efficiency.

July 2011 - December 2017 - 6 Years, 6 Months - Columbus, Ohio

### Sr. Designer / Sr. Developer | Nationwide Insurance - On-site - Full-time

Led a 15-member team optimizing ServiceNow UI, boosting user engagement and adherence to guidelines.  
Implemented Service Catalog modules, enhancing process efficiency and reducing incident response time.  
Produced a video presentation for 530+ employees, highlighting key achievements and team success.  
Engineered lightweight graphics to improve front-end performance, reducing server load significantly.  
Managed SharePoint templates and email campaigns, streamlining operations and communication.





**Anthony E. Kosky**  
Principal UX Designer & Product Strategist

## Contact

614.900.4529

[anthony@anthonyekosky.info](mailto:anthony@anthonyekosky.info)

<https://www.anthonyekosky.info>

7412 Tullamore Glen Drive,  
Huntersville, North Carolina, US, 28078

<https://www.linkedin.com/in/anthonyekosky>

## Skills (continued)

### User Research & Analysis

- Contextual Inquiry
- Data Analysis
- Interviewing
- Market Analysis
- Metrics & Objectives Priority Alignment
- Qualitative Research
- Quantitative Research
- Survey Data Analysis
- Survey Generation
- SurveyMonkey
- Usability / Usability Testing
- User Journey Analysis
- User Research Analysis
- User Research Insight Synthesis

### Ideation, Strategy & Problem Solving

- Brainstorming
- Change Flexibility
- Critical Thinking
- Decisive Decision-Making
- Exploration & Discovery
- Growth Mindset
- Ideation
- Problem-Solving

### Collaboration & Communication

- Communication
- Cross-team Collaboration
- Design Workshops (In-person & Remote)
- Knowledge of development toolsand technology including:
  - React, Node, JS
  - CSS, SASS
- Leadership
- Presentations

## Employment history (continued)

June 2015 - November 2015 - 6 Months - Columbus, Ohio

### Creative Director | ZED Digital - On-site - Part-time

Led remote teams to develop client-focused digital prototypes, enhancing user engagement.  
Refined project strategies through critique sessions, aligning with budgets and timelines.  
Guided vendors and clients on brand standards, ensuring consistent digital presence.  
Optimized website content and structure, meeting deadlines and budget targets.  
Implemented a tracking system, improving process efficiency and quality.

March 2011 - July 2011 - 5 Months - Columbus, Ohio

### Multimedia Specialist | TEK Systems - On-site - Contract

Developed client-centric multimedia applications, enhancing user engagement and brand consistency.  
Collaborated with cross-functional teams to deliver projects on time, exceeding client expectations.  
Utilized analytical skills to prioritize tasks, ensuring efficient project workflows and outcomes.

February 2011 - March 2011 - 2 Months - Columbus, Ohio

### Digital Artist | The Creative Group - On-site - Contract

Managed client updates swiftly, achieving notable client satisfaction through effective collaboration.

January 2011 - February 2011 - 2 Months - Columbus, Ohio

### Digital Artist | The Creative Group - On-site - Contract

Managed client file updates, transforming them into cohesive digital art solutions.  
Translated complex technical details into visually engaging presentations.  
Enhanced client satisfaction through precise and creative visual communication.

April 2010 - January 2011 - 10 Months - Columbus, Ohio

### Digital Artist | Promedia Creative - On-site - Full-time

Integrated audio-visual elements for commercials, enhancing viewer engagement and brand recall.  
Developed user-friendly DVD interfaces, optimizing user experience and functionality.  
Collaborated with creative teams to ensure cohesive design and execution of multimedia projects.  
Utilized industry-standard software to produce high-quality digital content, meeting tight deadlines.  
Improved project outcomes through innovative design solutions and attention to detail.

February 2010 - April 2010 - 3 Months - Columbus, Ohio

### HTML Developer | Inserv Worldwide - On-site - Full-time

Created dynamic HTML websites from designs, enhancing user engagement and visual appeal.  
Designed and animated logos, improving brand recognition and visual identity.  
Collaborated with designers to ensure seamless integration of visuals and functionality.  
Utilized HTML expertise to deliver projects on time, ensuring client satisfaction.  
Implemented feedback to refine animations, resulting in improved client retention.

January 2010 - February 2010 - 2 Months - Columbus, Ohio

### Digital Artist | Lotz Studios - Hybrid - Freelance

Created motion graphics logo animation, enhancing brand identity and client satisfaction.  
Incorporated feedback efficiently, leading to a polished final product.  
Utilized advanced design software to produce high-quality visuals.  
Collaborated with team to ensure alignment with client vision and objectives.

June 2009 - December 2009 - 7 Months - Columbus, Ohio

### Flash Developer | TEK Systems - On-site - Contract

Conducted quality checks, boosting video tracking efficiency and refining Flash VSX workflows.

November 2008 - June 2009 - 8 Months - Columbus, Ohio

### Flash Designer | TEK Systems - On-site - Contract

Designed a promotional app that boosted user engagement and satisfaction, showcasing Flash expertise.  
Developed a promotional app enhancing user interaction, significantly improving satisfaction.  
Created a user-centric promotional app, leading to notable increases in engagement and satisfaction.  
Crafted an interactive promotional app, driving higher user satisfaction and engagement.

June 2008 - November 2008 - 6 Months - Columbus, Ohio

### 3D Modeler | Roto Studios - On-site - Full-time

Crafted and textured 3D ride elements, boosting visual appeal and user interaction.  
Merged 3D models with video, enhancing attraction realism and visitor satisfaction.  
Streamlined 3D scene organization, ensuring smooth ride transitions and operational success.



**Anthony E. Kosky**  
Principal UX Designer & Product Strategist

## Contact

614.900.4529  
anthony@anthonyekosky.info  
<https://www.anthonyekosky.info>  
7412 Tullamore Glen Drive,  
Huntersville, North Carolina, US, 28078  
<https://www.linkedin.com/in/anthonyekosky>

## Skills (continued)

### Development / Handoff Tools

- Confluence
- Jira
- Miro
- PowerPoint
- SharePoint
- Figma
- Figma Slides

## Employment history (continued)

March 2008 - June 2008 - 4 Months - Columbus, Ohio

### Multimedia Designer | JARDS - Remote - Freelance

Crafted engaging motion graphics, enhancing brand appeal and audience interaction.  
Enhanced visual storytelling, boosting viewer engagement and message clarity.  
Converted concepts into dynamic visuals, ensuring brand consistency and improved retention.

February 2008 - March 2008 - 2 Months - Columbus, Ohio

### Web Designer | EXPRESS - On-site - Contract

Developed web graphics for site updates, enhancing team efficiency and user interaction.  
Implemented web graphics, optimizing processes and fostering team collaboration.  
Created interactive graphics, streamlining updates and improving user experience.

January 2008 - February 2008 - 2 Months - Columbus, Ohio

### Multimedia Specialist | KreativGenes - On-site - Full-time

Led design of interactive applications, enhancing user engagement and efficiency.  
Implemented efficient print processing techniques, optimizing resource use.  
Streamlined in-house procedures, boosting operational productivity.

January 2006 - December 2007 - 2 Years - Columbus, Ohio

### Multimedia Consultant | Consultant - Hybrid - Freelance

Crafted brand strategies enhancing visibility, boosting engagement, and driving client satisfaction.  
Developed targeted materials, elevating campaign reach and effectiveness.  
Collaborated with teams to deliver multimedia solutions tailored to client needs.  
Analyzed competition and client needs to ensure tailored branding solutions.  
Photographed business elements for impactful website design and implementation.

June 2005 - January 2006 - 8 Months - Dublin, Ohio

### Multimedia Specialist | Xcelerate Media - On-site - Full-time

Designed and implemented large-scale applications, and enhancing user engagement across learning platforms by 40%.  
Led the development of a Flash content delivery system, improving content accessibility.  
Integrated audio and visual interactions, elevating user experience and satisfaction.

October 2005 - December 2005 - 3 Months - Columbus, Ohio

### Quality Inspector | Tracermedia - On-site - Full-time

Ensured product compliance through rigorous inspections, enhancing quality by 12%.  
Executed detailed audits for large-scale projects, ensuring timely delivery and precision.  
Collaborated with cross-functional teams to meet tight deadlines, achieving project goals.

June 2005 - October 2005 - 5 Months - Columbus, Ohio

### Multimedia Intern | Tracermedia - On-site - Intership

Developed motion and still graphics, enhancing user engagement and content interactivity.  
Ensured quality of digital content, leading to improved user satisfaction and reduced error rates.  
Integrated interactive Flash content, boosting platform functionality and user experience.

## Education history

2006 - 2010 - 4 Years - Location

### Bachelor of Fine Arts (BFA) | Time Based Media Studies - Columbus, Ohio - Graduate

Columbus College of Art and Design, GPA: 4.0, Dean's List: Super Honor Roll

2003 - 2005 - 2 Years - Location

### Associate of Applied Science (AAS) | Interactive Multimedia Technology - Columbus, Ohio - Graduate

Columbus State Community College, GPA: 4.0, Cum Laude

## Courses & Learning

Design Thinking: Data Intelligence  
LinkedIn

Investing in Human Skills in the Age of AI  
LinkedIn

Building an Adaptability Mindset in the Age of AI  
LinkedIn

Amplify Your Communication Skills with Generative AI  
LinkedIn