# Anthony Kosky

Principal UX Designer & Product Strategist

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## Links

Website

LinkedIn

## Skills

Adobe Creative Suite
*Experienced*

Affinity Diagram
*Experienced*

Artificial Intelligence
*Experienced*

Atomic Design
*Experienced*

Brainstorming
*Expert*

Business Process Flows
*Expert*

CSS
*Experienced*

SASS
*Skillful*

Change Flexibility
*Experienced*

Collaboration
*Experienced*

Communication
*Experienced*

Concepting
*Expert*

Critical Thinking
*Expert*

Customer Journey Mapping
*Expert*

Data Analysis
*Experienced*

Decisive
*Experienced*

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, 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

*Oct 2022 - Present*
**Principal Product, UX, UI Designer**
Fidelity Investments at Remote

- 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.

*Jun 2022 - Oct 2022*
**Lead Product Designer**
Lowe's

- 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 - Jun 2022*
**Sr. Product Designer**
Lowe's

- 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.

*Dec 2019 - May 2020*
**User Experience Designer (Architect)**
Lowe's

- 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.

*Jan 2017 - Jan 2020*
**Founder/Owner**
Elephant Sense Studios LLC at Columbus, Ohio

- 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.

*Oct 2018 - Oct 2019*
**UI/UX Consultant**
Robert Half Technologies at Columbus, Ohio

- 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.

*Feb 2018 - Oct 2018*
**Digital Design Consultant**
Velosio at Dublin, Ohio

- 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.

| | |
|---|---|
| **Design Thinking** | |
| *Experienced* | |

Design Thinking
*Experienced*

Documentation
*Experienced*

Exploration
*Experienced*

Discovery
*Experienced*

Figma
*Experienced*

Growth Mindset
*Experienced*

Ideation
*Expert*

Information Architecture
*Expert*

Interaction Design
*Experienced*

Interviewing
*Experienced*

Issue Definition
*Experienced*

Issue Perception
*Experienced*

Jira
*Experienced*

Leadership
*Experienced*

Low Fidelity Design
*Experienced*

High Fidelity Design
*Experienced*

Market Analysis
*Skillful*

Metrics and Objectives Priority Alignment
*Experienced*

Personas
*Skillful*

Presentation
*Experienced*

Problem-Solver
*Expert*

Prototypes
*Experienced*

Responsive Design
*Experienced*

Scope Definition
*Expert*

Sketching
*Experienced*

Storyboarding
*Experienced*

Strategic Planning
*Experienced*

Survey Data Analysis
*Experienced*

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*Jul 2011 - Dec 2017*

**Sr. Developer**

Nationwide Insurance at Columbus, Ohio

- 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.

*Jun 2015 - Nov 2015*

**Creative Director**

ZED Digital

- 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.

*Mar 2011 - Jul 2011*

**Multimedia Specialist**

TEK Systems at Columbus, Ohio

- 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.

*Feb 2011 - Mar 2011*

**Digital Artist**

The Creative Group at Columbus, Ohio

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

*Jan 2011 - Feb 2011*

**Digital Artist**

The Creative Group at Columbus, Ohio

- 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.

*Apr 2010 - Jan 2011*

**Digital Artist**

Promedia Creative at Columbus, Ohio

- 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.

*Feb 2010 - Apr 2010*

**HTML Developer**

inServ Worldwide at Columbus, Ohio

- 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.

*Jan 2010 - Feb 2010*

**Digital Artist**

Lotz Studios at Columbus, Ohio

- 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.

*Jun 2009 - Dec 2009*

**Flash Developer**

TEK Systems at Columbus, Ohio

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

Survey Generation
*Experienced*

Usability Testing
*Experienced*

User Research
*Experienced*

User Research Analysis
*Experienced*

User Research Insight Synthesis
*Experienced*

Visual Design
*Expert*

Wireframes
*Experienced*

Web Content Accessibility Guidelines (WCAG)
*Experienced*

Workshops
*Experienced*

*Nov 2008 - Jun 2009*

**Flash Designer**

TEK Systems at Columbus, Ohio

- 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.

*Jun 2008 - Nov 2008*

**3D Modeler**

Roto Studios at Columbus, Ohio

- 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.

*Mar 2008 - Jun 2008*

**Multimedia Designer**

Jards at Columbus, Ohio

- 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.

*Feb 2007 - Mar 2008*

**Web Designer**

Express at Columbus, Ohio

- 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.

*Jan 2008 - Feb 2008*

**Multimedia Specialist**

KreativGenes at Columbus, Ohio

- 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.

*Jan 2006 - Dec 2007*

**Multimedia Consultant**

Consultant at Columbus, Ohio

- 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.

*Jun 2005 - Jan 2006*

**Multimedia Specialist**

Xcelerate Media at Dublin, Ohio

- Designed and implemented large-scale applications, 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.

*Oct 2005 - Dec 2005*

**Quality Inspector**

Tracermedia at Columbus, Ohio

- 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.

*Jun 2005 - Oct 2005*

**Multimedia Intern**

Tracermedia at Columbus, Ohio

- 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

*2006 - 2010*
**Bachelor of Fine Arts**
Columbus College of Art and Design at Columbus, Ohio

Time-Based Media Studies | Dean's List: Super Honor Roll | GPA: 4.0


*2003 - 2005*
**Associate of Applied Science**
Columbus State Community College at Columbus, Ohio

Interactive Multimedia Technology | Phi Theta Kappa | Cum Laude | GPA: 4.0


# Courses

**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