

KEVIN LONGO

EXPERIENCE DESIGNER



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Meet my superpower:

Connecting deeply with brands and customers. It allows me to design beautiful, human-centered products that make daily interactions delightful.

PRESENT **Lead UX/Product Designer** 2021 **Panera Bread**

- Launched all-new cross-platform eGift Card and Allergen experiences across multiple Panera platforms (iOS, Android, Web, Kiosk)
- Designed and architected the first-ever Panera Design System, used as the digital source of truth for UX, Design, IT and Brand teams
- Acutely focused on managing and mentoring; currently manage 2 full-time designers and was Acting UX Director for 6 months while current director was on leave
- Continually work to design, test and enhance features across Panera's e-commerce platforms

- Led cross-functional **full menu reshoot of Panera's photography** across digital platforms, ensuring flavor cues, sizing, and quality were optimal for platform. After a month in the market, **conversion on digital platforms saw a lift of +1.4%.**

- Developed core UX/UI experience for the **MyPanera+ Coffee subscription program** (presently "Unlimited Sip Club"). Pilot success led to national rollout in 2020, where I spearheaded design to create an omni-channel experience
- Designed concepts for the future of Panera drive-thru with a digital, personalized focus.

2019 **Freelance Creative Director**

2018 Clients included Knotel, *Food Network Magazine*, *HGTV Magazine* and *The Pioneer Woman Magazine*

2018 **UX Designer Fellowship**

2018 **General Assembly**

Completed 400+ hours of a User Experience Design immersive taught by industry professionals. Learned UX best practices, research methods and practiced the entire design process through project delivery.

- **Bumble:** Designed new feature for Bumble's mobile app that reimaged how users could speed up dating.
- **Boston Wine Exchange E-Commerce Site:** User interviews, competitive analysis, card sorts and web-based Axure prototype.

2017 **Creative Director**

2012 **Food Network + The Pioneer Woman Magazine**

- Built creative department from scratch, managing two Art Directors and various freelance designers, photographers, copywriters, stylists and interns.
- Created and oversaw hundreds of custom content pages, event materials, videos, presentations, email blasts and other collateral.
- Directed/produced photo shoots, start-to-finish

2012 **Art Director/Principal** 2009 **The Underground**

Launched successful freelance design business. Clients included *Food Network Magazine*, *Rachael Ray Every Day*, Paul Taylor Dance and Mary Giuliani Catering & Events

education

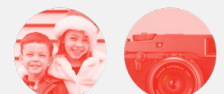
2011-2012
Academy of Art University, Online
Worked towards MFA in Web Design & New Media

1999-2004
Northeastern University, Boston
Bachelor of Science Degree in Art—Concentration in Graphic Design, Minor in Photography
GPA: 3.7
Magna Cum Laude

2003
Studio Art Centers International
Florence, Italy

skills

Adobe Creative Suite
Figma
Sketch
InVision
HTML / CSS
Final Cut Pro X
Wireframing
UI Design
User Flows
User Research
Prototyping
Creative Direction
Photo Direction



FAMILY

PHOTO



FITNESS

TRAVEL



MUSIC

SKIING