KEVIN PERDOMO

SENIOR PRODUCT DESIGNER (UX/UI)

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Senior Product Designer with 8+ years shipping B2B SaaS, enterprise, and e-commerce products for Fortune 500 companies and startups alike, from early research through high-fidelity prototyping to production-ready engineering handoff**.**

Known for **design systems architecture, interaction design, and WCAG 2.1/2.2 AA accessibility work**, and for tying design decisions back to the business KPIs that actually matter to stakeholders.

PROFESSIONAL EXPERIENCE

UX/UI Designer | **Freelance / Contracts** | 2023 – Present
Las Vegas, NV • Accessibility • E-commerce • B2B Services

- **WCAG 2.1 AA overhaul for Dyslexia Nevada,** audited the interface end to end and rebuilt it to remove barriers that were locking out neurodiverse users, which also closed off a real legal risk.
- Cosmic Studios came in with a stale, non-responsive site. Ran user research, restructured the information architecture, and shipped a full rebrand and redesign, **organic traffic and booking conversions were up 35% within the quarter.**
- **Redesigned the data visualization dashboards for a financial services client's case managers,** replacing a spreadsheet-plus-dashboard workaround with one tool and cutting a step out of their daily workflow..
- Every engagement, whether a three-week refresh or a multi-month rebuild, ends with a production-ready **Figma** system and component library so clients aren't stuck waiting on me for the next iteration.

Stack: Figma · Adobe CC · Webflow · WordPress · WCAG 2.1 · HTML/CSS
Clients Served: Dyslexia Nevada, 1netpack, Cosmic Studios, Signarama, ShowPony LLC.

Lead UX/UI Designer | **Circa Healthcare** | 2025
Pennsylvania • B2B/B2C Healthcare Communications

- **Session duration climbed 30%** after a heuristic audit exposed a broken information architecture, rebuilt navigation and visual hierarchy across the core web properties using behavioral data rather than gut instinct.
- Planned and ran cross-functional stakeholder workshops to get design and business priorities pointed in the same direction, which **cut misaligned review cycles by 20%.**
- Shipped mobile-first, high-fidelity Figma prototypes for marketing and sales channels and built the engineering handoff process from the ground up, nothing like it existed before I got there.

Stack: Figma · Miro · Google Analytics · Maze · Usability Testing

Senior UX/UI Designer | **HomeServices of America** | 2023 -2024
Minneapolis, MN • B2B Enterprise Real Estate • Fortune 500

- Architected a **multi-brand Figma Design System** on Atomic Design principles that every product and engineering squad adopted, front-end build times dropped 25%.
- 50+ **WCAG/ADA** violations closed through a full accessibility audit, taking the organization from legally exposed to fully compliant.
- Rebuilt legacy B2B transactional workflows for real estate agents, trimming friction at the exact handoff moments that had been slowing task completion.
- **Led Design Ops initiatives** that reduced design debt and put real documentation standards in place across product and engineering.

Stack: Figma · Miro · Jira · Confluence · Axe Accessibility System.

Senior UX/UI Designer | **Anywhere Real Estate Inc**. *(formerly Realogy)* | 2021 – 2023
Madison, NJ • B2B / B2C Real Estate

- **Rapid-prototyped and usability-tested** core platform features before engineering ever picked up a ticket; CSAT rose 30%.
- A strategic interface refresh modernized the platform's perceived value and cut churn 15%.
- Ran continuous A/B and multivariate tests through Optimizely and translated the results directly into redesigned interaction patterns; task completion rates climbed 35%.
- **Design-to-development cycle time cut 25%** through production-ready documentation, higher-fidelity prototypes, and a more structured handoff process.

Stack: Figma · Google Analytics · Optimizely · Adobe CC · Maze.

Lead UX/UI Designer | **Marble.com** | 2019 – 2021
Ridgefield Park, NJ • Premium E-commerce & Retail

- Revamped the core shopping flows and navigation architecture after journey mapping and usability testing surfaced exactly where users were dropping off; engagement grew 40%.
- **Led the HouseTipster pivot from editorial blog to full e-commerce platform**, a shift that drove a real, measurable spike in both traffic and revenue.
- Diagnosed and fixed usability errors through targeted research and heuristic analysis, cutting support tickets 20%.

Stack: Figma · Adobe XD · InVision · Adobe Creative Suite.

UI Designer | **Obie Technologies** | 2017 – 2018
New York, NY (Manhattan) • B2C Mobile & Web Products

- **Built the company's first unified Design System** in Adobe XD; retention rose 20% as legacy workflows got a lot simpler to use.
- Designed the UI components and interaction patterns that became the team's shared visual language across web and mobile.

Stack: Adobe XD · Adobe Creative Suites.

SKILLS

Core discipline: Product Design · Interaction Design (IxD) · User Research · Information Architecture · Wireframing · Rapid Prototyping · Visual Design · Atomic Design · User-centered Design · Responsive Design · Mobile-first Design · Heuristic Analysis · Journey Mapping · Persona Development · Usability Testing

Design Systems & Ops: Design Systems · Design Ops · Component Architecture · Design Tokens · Figma Advanced Auto-Layout · Figma Variable**s**

Strategy & Testing: Product Strategy · A/B Testing · CRO · Stakeholder Management · Cross-functional Collaboration · Agile · Scrum

Accessibility: WCAG 2.1 · WCAG 2.2 · ADA Compliance · Axe Accessibility

Tools: Figma · Miro · Maze · Optimizely · Jira · Confluence · Webflow · Adobe CC (XD, PS, Illustrator) · HTML/CSS · Google Analytics

Emerging tech: AI-assisted Design · AI Prompt Engineering · Generative AI Workflows (Midjourney, ChatGPT)

EDUCATION

Associate of Fine Arts | Hudson County Community College, NJ | **Cum Laude**

CERTIFICATIONS

- *UI Design Certificate — Fashion Institute of Technology, New York (FIT)*
- *UX Design Certificate — Fashion Institute of Technology, New York (FIT)*
- *AI Essentials Certification — Google*