

KEREN GOLDMAN

Washington Twp, NJ 07676
kerengold@gmail.com

webcandyland.com

[201.669.0884](tel:201.669.0884)
[linkedin.com/in/kerengold](https://www.linkedin.com/in/kerengold)

UX INNOVATOR

Drive Product and Business Impact Through User-Centered Solutions

Certified Usability Analyst and seasoned UX / UI designer with proven track record of creating user-centered, scalable design solutions for brands like AT&T, KPMG, and Tiger Schulmann's. Cross-functional collaborator skilled in leading end-to-end product design and blending contemporary aesthetics with practical execution to align user needs with business goals. Adept in front-end development, enabling seamless collaboration with engineering and translating design into functional, high-impact experiences. Team leader and mentor known for pushing design innovation while maintaining usability, accessibility, and brand integrity.

Core Competencies:

- **Process Improvements**
- **End-to-End UX Process**
- **UI / UX for Data-Rich Interfaces**
- **Design Systems & Scalable Component Libraries**
- **Iterative Feedback Loops**
- **User Research & Testing**
- **Workflow Optimization**
- **Wireframing, Prototyping & Rapid Iteration**
- **Accessibility & Usability Standards**
- **Cross-Functional Collaboration**

PROFESSIONAL EXPERIENCE

DOTDASH MEREDITH, New York, NY

2020 - 2025

Design Director, Publishing Platforms

Partnered with leaders of Product, Tech, and Content groups to shape tools and team of 700+ users. Leveraged craft content to help 100M+ monthly users answer questions, solve problems, and find inspiration on topics.

- Drove creation of design system to serve as single source of truth, unifying digital experience and establishing cross domain UX / UI consistency.
- Led creation of user flows, wireframes and prototypes, providing elegant solutions.
- Established empathy with content editors and writers, streamlining collaboration and improving content quality.

CRESTRON ELECTRONICS, Rockleigh, NJ

2018 - 2020

Manager, UX Engineering

Directed team of 4. Collaborated with multi-disciplinary agile team of Designers, Researchers, Engineers, and Product Managers throughout design process to help define requirements and create thoughtful world class solutions. Defined strategic user goals with stakeholders.

- Modernized and led team of UX designers and researchers by setting clear goals, launching user centered design process, bringing in best practices, building strong team culture, and introducing UX tools.
- Established design process, maintaining high-level creative execution and consistency while making room for innovation and ensuring real value to users.
- Developed product design strategies informed by user research, business objectives, and strong design sensibility.
- Orchestrated collaborative sessions between product management and engineering to ensure well-aligned and coordinated product development process.

KPMG, Montvale, NJ

2012 - 2018

Associate Director, User Experience

Grew and led Portal UX team from 1 employee to fully staffed department with team of 10 employees. Formed User-centered design program approach and methodology for staff to embrace user-centered analysis and design strategy as part of new Digital Transformation initiatives.

KPMG (Continued)

- Created Portal Design System, including style guide featuring templates, page patterns, widgets and best practices guidelines, evolving UX program's maturity model.
- Led UX adjustments by utilizing user analysis and feedback with emphasis on focal points of design: Presentation (Layout), Interaction (visual affordance, task flow, feedback), Navigation (IA / Labeling).
- Served as liaison with stakeholders and end-users, conducting user interviews, performance testing, focus groups, workshops, and surveys.
- Adapted SharePoint CMS capabilities, customizing user experience for bespoke specialized site builds.

Portal Manager, Design & Usability

Spearheaded SharePoint Portal Migration UX workstream, including UX evaluations, user stories, and task flows. Drove UX through project lifecycle from concept to implementation, focusing on human-centered design.

- Provided CSS, annotations and hands-on instruction to development teams, optimizing usability for human limitations and ensuring correct deployment of design and functionality.
- Designed prototypes for online tools including award-winning proprietary collateral builder, interactive forms, reporting graphs, and dashboards, improving user engagement and increasing measurable workflow efficiency.
- Created branding elements including logos, icons, and GUI assets for websites, collaboration tools, video platforms, mobile apps, and internal team sites, enhancing visual consistency and strengthening brand recognition across all digital touchpoints.
- Coordinated with Global Knowledge Management to build and protect KPMG standards and enforce compliance across all brand elements, meeting usability best practices.

WEB CANDY DESIGN, New York Metro

2002 - 2018

Freelance Digital UX Designer, Founder

Managed design and development of various online properties in client facing roles, including full website development, email marketing campaigns, social media, and mobile interfaces.

ADDITIONAL PROFESSIONAL EXPERIENCE**WEBSPLANET**, Saddlebrook, NJ, **Training & Support Services Manager****TIGER SCHULMANN'S MMA**, Elmwood Park, NJ, **Website Design & Development Lead****EDUCATION**

Communications Program, Nova Southeastern University, Fort Lauderdale, FL

CERTIFICATION*Certified Usability Analyst, Human Factors International*

Practical Usability Testing

The Science & Art of Effective Web and Application Design

User Experience (UX) Foundations: The Core Insights, Models & Research Findings

User-Centered Analysis and Conceptual Design

TECHNICAL SKILLS

Figma, Figjam, Miro, Sketch, Adobe Creative Suite, InVision, MS Office Suite, G-Suite
SharePoint, WordPress, Wix, Jira, Jama, HTML/CSS, Confluence, Windows & Mac