UX Innovator

Keren Goldman

Certified Usability Analyst with a proven record of establishing broad competitive stances, conceptualizing both consumer-facing & internal multimedia strategies for a myriad of brands such as KPMG, Crestron Electronics, AT&T, AOL, YP.com, Microsoft and Tiger Schulmann's .

K Goldman

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My Bio

About

My Interests

Hobbies

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I excel in driving high-profile projects from concept to completion by creating holistic design solutions that advance business goals, brand vision, and user satisfaction. I maintain my competitive edge by fusing contemporary style with practical application. I bring a rare intuition for stretching design patterns to encourage results-oriented innovation on all my projects. As a seasoned front-end coder, who understands the technical landscape, I design scalable and executable solutions that eliminate barriers between ideas and business outcomes. This enables me to work creatively through and around perceived limitations and/or challenges imposed by the delivery platform. With extensive experience in branding, user experience and user interface design; I pride myself on a unique ability to create intelligent work that captures the nuance and intricacies of each client's identity with an emphasis on user-centered design.

My Background

Experience

🍭 FREELANCE DIGITAL UX DESIGNER, FOUNDER
2002 – 2018

Web Candy Design
www.webcandyland.com

Over 16 years' experience managing the design and development of various online properties in client facing roles including full website development, email marketing campaigns, social media, and mobile interfaces.

🅓 DIRECTOR, PUBLISHING PLATFORMS
Nov 2020 – Present

Dotdash Meredith

Work in partnership with leaders of the Product, Tech and Content groups to shape the tools a team of over 700 users leverage to craft content that helps hundreds of millions of monthly users answer questions, solve problems, and find inspiration on topics they deeply care about.
~Drive creation of our design system to serve as a single source of truth that unifies the digital experience and helps establish cross domain UX/UI consistency.
~Lead in the creation of user flows, wireframes and prototypes that get us to elegant solutions.
~Establish empathy with content editors & writers who must use publishing tools to accomplish their workflows.

🌀 MANAGER, UX ENGINEERING
Nov 2018 – Nov 2020

Crestron Electronics

Modernized and led a team of UX designers and researchers by setting clear goals, launching a user centered design process, bringing in best practices, building a strong team culture and introducing UX tools.

~ Established a design process that maintains a high level of creative execution and consistency while making room for innovation and ensuring real value to our users.
~ Developed product design strategies informed by user research, business objectives, and strong design sensibility.
~ Defined strategic user goals with stakeholders and led my team to make the vision come to life.
~ Orchestrated collaborative sessions between product management and engineering to ensure a well-aligned and coordinated product development process.
~ Collaborated with a multi-disciplinary agile team of Designers, Researchers, Engineers and Product Managers throughout the design process to help define requirements and create thoughtful world class solutions.

KPMG ASSOCIATE DIRECTOR, USER EXPERIENCE
May 2012 – Nov 2018

- *KPMG*

~ Grew and led Portal UX team from 1 employee to a fully staffed deparment with a team of 10 employees.
~ Formation of User-centered design program approach and methodology for staff to embrace
   user-centered analysis and design strategy as part of new Digital Transformation initiatives.
~ Creation of Portal Design System including style guide featuring templates,
   page patterns, widgets and best practices guidelines to help evolve UX program's maturity model.
~ Lead UX adjustments based on user analysis and feedback with emphasis on the focal points of design:
   Presentation (Layout), Interaction (visual affordance, task flow, feedback), Navigation (IA/Labeling)
~ Liaison with stakeholders and end-users to conduct user interviews, performance testing,
   focus groups, workshops and surveys.
~ Creatively adapt SharePoint CMS capabilities to customize 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 to optimize usability for human
   limitations and ensure correct deployment of design and functionality.
~ Designed prototypes for online tools such as award-winning proprietary collateral builder, forms, reporting
   graphs and dashboards.
~ Generated branding elements such as logos, icons and other GUI assets for use on websites, collaboration tools,
   video network, mobile platforms and team sites.
~ Coordinated with Global Knowledge Management to build and protect KPMG standards and enforce compliance
   across all brand elements to ensure usability best practices are being met.

WEBSPLANET MANAGER, TRAINING & SUPPORT SERVICES
Jan 2010 – May 2012

WebsPlanet

~ Led team of product experts in providing onsite and remote training of proprietary enterprise level CMS for
   new and existing partners including AT&T Interactive, AOL Patch, and YP.com.
~ Created HTML/CSS prototypes for clients by building bespoke template libraries to migrate their existing sites
   resulting in the seamless launch of all custom client sites.

LEAD, WEBSITE DESIGN & DEVELOPMENT
Jan 2006 – Jan 2010

Tiger Schulmann's MMA

~ Designed and coded user interfaces and interactive prototypes, including email campaings, screen layouts,
   color palettes, typography, and graphical elements for TSMMA internal portal and all external websites.

My Method
Process

USER-CENTERED ANALYSIS
Heuristic Evaluations. Personas. User stories. Goal-based scenarios. Task flows. Data Collection - User interviews, Workshops, Focus groups, Performance testing.

ITERATIVE DESIGN
Design goals. User Flows. Wireframes. Mockups. Storyboards. Design systems. Style guides. Component libraries. UI Specifications. Responsive Design.

UX PROTOTYPING
Rapid Prototyping. Proof of Concepts. Balsamiq. Interactive flows w/HTML/CSS. JavaScript. jQuery. PHP. Hand-code.

TOOLBOX
Adobe Creative Suite. Sketch InVision. Figma. MS Office Suite. Sharepoint. WordPress. WiXX. Jira. Jama.Windows & Mac.

My Credentials
Education

Human Factors International
CERTIFIED USABILITY ANALYST
~ Practical Usability Testing
~The Scienece & Art of Effective Web and Apllication Design
~ User Experience (UX) Foundations: The Core Insights, Models & Research Findings
~User-Centered Analysis and Conceptual Design

NOVA SOUTHEASTERN UNIVERSITY
~ Communications Program

My Expertise
Talents

~ I'm a creative, big-picture thinker obsessed with crafting the details.
~ I'm personable and an energetic collaborator, motivated to inspire.
~ I'm ambitious, delivery-focused, diplomatic & adaptable to the task.
~ My deep sense of empathy fuels my passion to craft inclusive & impactful experiences.
~ I'm strong at communicating design intent—verbally and visually.
~ I embrace experimentation and I'm not afraid to be wrong.