

KEVIN COY

Product Designer (UX/UI)
SaaS · AI-Driven Experiences

CONTACT

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CORE SKILLS

- UX Strategy & Research
- Interaction Design
- Design Systems
- Prototyping & Wireframing
- AI-Assisted Workflows
- End-to-End Product Design

TOOLS & TECHNOLOGY

Design:
Figma · Claude Code

Creative:
Adobe Creative Suite

Front-End:
HTML5 · CSS3 · JS · PHP

APPROACH

- Agile / Scrum
- Cross-functional teams
- Stakeholder alignment
- Design thinking

EDUCATION

AAS, Visual Communication
& Computer Graphics

Milwaukee Area Technical College



SUMMARY

Product Designer with 15+ years designing scalable SaaS and web experiences across enterprise and consumer platforms. Expert at translating complex systems into intuitive, high-impact interfaces that drive usability, engagement, and operational efficiency.

Proven end-to-end ownership: discovery through high-fidelity UI and front-end implementation. Strong collaborator with PMs and engineers. Recently focused on AI-assisted design workflows — leveraging generative tools for rapid prototyping, UX writing, and iterative exploration.

SELECTED PROJECTS

AI-Assisted Design Workflow

Concept / Ongoing

- Integrated AI tools (ChatGPT, Claude) for ideation, UX writing, and rapid prototyping
- Reduced concept-to-wireframe time by ~40-60% through prompt-driven iteration
- Designed UX patterns for AI interfaces: dynamic content generation, validation flows

Enterprise Customer Support Platform

Helix · Oracle Service Cloud

- Designed UX for enterprise SaaS portals in high-volume support environments
- Simplified complex workflows, improving task completion speed by ~25%
- Created reusable UI patterns for scalable multi-client implementations

Sports SaaS Platform (SportsEngine)

500,000+ Users · Web & Mobile

- Improved onboarding and usability flows, reducing friction and increasing engagement
- Delivered wireframes, prototypes, and production-ready UI across web and mobile

EXPERIENCE

Founder

ClientJam · Web Application · April 2025 – Present

- AI-powered lead generation for designers and agencies
- Utilization of Figma + Claude Code allowed for rapid product enhancements and deploys

Application and CX Engineer

Helix Business Solutions · Bozeman, MT · May 2017 – May 2018

- Designed UX for enterprise SaaS (Oracle Service Cloud) — reduced user friction
- Built front-end components: HTML, CSS, JS, PHP; cut design-to-dev iteration

User Experience Designer

Sport Ngin (NBC Sports / SportsEngine) · Minneapolis, MN · May 2013 – Feb 2014

- Designed UX for SaaS platform serving 500,000+ users across web and mobile
- Reduced onboarding friction; rapid prototyping cut revision cycles ~25%

Web Designer (Contracts)

Sempris · OfferBuys · CityGrid Media · Citysearch · Jun 2009 – Feb 2013

- End-to-end UX/UI across multiple client platforms

Web Designer

PriceGrabber.com · Los Angeles, CA · Feb 2008 – Apr 2009

- Redesigned search and product discovery for e-commerce; increased engagement ~10%

Lead Web Designer

Velocity Services (Penske Media Corp) · El Segundo, CA · Nov 2005 – Aug 2007

- Led design and front-end development for Hollywood Life and 150+ client websites

Lead Web Designer

Headquarters.com · Milwaukee, WI · Oct 2004 – Jun 2005

- Designed and developed client websites end-to-end; improved SEO and user engagement