

# Hello, I'm Kemar Wedderburn

## Visual User Experience Designer

I am passionate about the process of human-centered design, visual storytelling, interaction design, and usability testing synchronized for success.

### Experience

#### Visual UX Consultant

Jun 2017 - Present

Consulting with clients on projects ranging from branding, marketing to end to end web and app design.

#### American Family Life Insurance | UX Designer

Mar 2020 - Present

- Co-creating and maintaining a design system that is responsive, accessible, and scalable
- Designed, test and iterate capabilities in areas of Billing, Quote and Agencies IOS and Android platforms

#### Advent Health | UI/UX Designer

Nov 2018 – Jan 2020

Refined design solutions following user research in order to enhance effectiveness and value. Along with development of a design system and brand guidelines

#### Walgreens | Visual Designer

Aug 2017 – Apr 2018

Aided in the ideation and design patient learning and prescription order flow capabilities using agile process

### Contact

<https://kemwed.webflow.io>

[kemjob@gmail.com](mailto:kemjob@gmail.com)

 <https://www.linkedin.com/in/kwedd>

### Education

Jun 03 – Dec 05

Illinois Institute of Art at Schaumburg  
BFA in Interactive Media Design

Jun 01 – Jun 03

Oakton Community College  
General Studies

### Skills

#### Design

Ideation and sketching  
Low to high fidelity design Wireframing  
Prototyping  
User flows  
Journey mapping  
Interaction design

#### User Research

Interviews and surveys  
Usability testing  
Qualitative analysis methods

### Tools

Figma  
Sketch  
InVision  
Adobe Creative Suite  
HTML/CSS