

KEVIN M. SHERTZ

PRODUCT DESIGN AND STRATEGY | UX DESIGN | LICENSED ARCHITECT

ABOUT ME

I have a strong product design and strategy background and feature design experience for a 2D/3D design product prior to becoming a licensed Architect. With the growth of UX needs across many industries and increased demand for strong spatial design skills in addition to product strategy, I've now chosen to switch my career back to the software industry.

I bring a highly-refined ability for business development, design process management, creating iterative design strategies, critical thinking, effectively working in a multidisciplinary environment, strategic planning, working with clients, public speaking and presentation skills.

SELECTED DESIGN PROJECTS

Project Management / Product Designer | Accessibility XR

An iPad Pro app proof-of-concept for determining ADA accessibility issues in existing buildings

- Used iPadOS design language for interface decisions and planned integration with core OS functions and interactions
- Usability testing by 8 construction industry professionals confirmed product design viability

Project Management / Product Designer | NP's Care LLC, Salisbury, MD

Redesign of the online presence for a Nurse Practitioner with a new responsive website

- Responsible for all client interviews and meetings, entire design process, including user research, information architecture, wireframing, production and usability testing
- Highlighted current suite of resources available for new and existing patients and implemented using the constraints of the existing hosting provider development suite
- Quantitative feedback indicated users 2x as likely to use the client with new design

SELECTED WORK HISTORY

Product Design / UX Design & Research / Architect | Self-Employed 2022 - present

- Performing competitive research, affinity mapping, persona creation, storyboarding, wireframes, prototypes, usability testing and final implementation for proposed designs
- Providing freelance full-service design and project management for architectural projects

Senior Architect / Firm Associate | Davis, Bowen & Friedel, Inc. 2018 - 2022

- Responsible for multidisciplinary team of professionals for 15 building projects
- Designed iterative solutions, including A/B testing, from concept to project completion
- Performed research for stakeholder requirements, product materials and methods, zoning, building and life safety codes, including meetings with appropriate authorities

Architect | Self-Employed 2005 - 2018

- Led all aspects of practice, design and completion for over 30 projects
- Developed comprehensive project design and delivery system based on industry standards
- Awarded Citation for Architectural Excellence by AIA Chesapeake Bay for a residence design
- Spoke at 3 conferences on workplace technology adoption and entrepreneurial strategy
- Generated 3D and 2D stakeholder visualization deliverables in a variety of mediums

Content Developer, Integrated Practice | Nemetschek NA (now Vectorworks) 1998 - 2000

- Applied UX design practices to identify and design product features for the first and second releases of Vectorworks Architect, a CAD/BIM product for Architects and Contractors
- Performed user research, defined user and task flows, created low/high fidelity wireframes, implemented using proprietary coding language, performed user testing and bugfix tracking
- Collaborated and coordinated all activities with Engineering, QA Testing, Marketing and Operations for successful product deployment, code maintenance and user relations
- Represented company at tradeshow, industry events and professional conferences

CONTACT

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SKILLS

Product Design and Strategy
Project Management
Project Delivery
Collaboration
Public Speaking
Design Research
Design Iteration
Visual Design
Storyboarding
Wireframing
Interaction Design
Prototyping
User Personas
User and Task Flows
Affinity Mapping
User Interviews

TOOLS

Figma
Adobe Suite
SketchUp
AutoCAD and Revit
Vectorworks

EDUCATION

Designlab UX Academy

UX Design Certificate

PA College of Art & Design and Lebanon Valley College

BA: Interior / Environmental Design

RECOGNITION

AIA Chesapeake Bay

Citation for Architectural Excellence

Salisbury / Wicomico Planning & Zoning Commission

Planning Commission Member