Kevin Halladay-Glynn

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SELECTED EXPERIENCE

CareerArc
Lead Product Manager : Feb 2022 - Present
Senior Product Manager : Jan 2021 - Feb 2022

- Moved the team from heavy, top-down project management to a lean, collaborative process leading to **30% more projects completed with a 45% smaller team**

- Integrated 8 internal tools to strengthen our understanding of our customers using existing data

- Moved from an in-house design system and high-fidelity designs to Material 3 and simpler sketches **reducing team member's average time in Figma by 62%**

- Owned UX strategy for a 9 month redesign and replatforming of automated social recruiting tool used by brands including CVS, Deloitte, Ulta, NASA, and Starbucks

- Organized 4 user research groups for monthly conversations and usability surveys **improving first click discovery in key areas by 30%**

- Hired and managed a lean team of designers and researchers to create a flexible, in-house atomic design system with 40+ components and 20+ patterns

- Established strong remote working relationships across teams speeding up validation, ideation, data analysis, graphic creation, copy writing, and automation

- **Collaborated with leadership to benchmark employee sentiment**, gather qualitative feedback, and move 10+ quick-win cultural initiatives forward

- In first 60 days, summarized best practices and in-depth competitive analysis to create hubs for design direction, UX patterns, and competitive landscape

AMN Healthcare - Silversheet
Product Manager : Jun 2019 - Jan 2021

- Worked with a **5 person product team 20+ onshore and offshore developers** to transform a narrow, purpose-built website into a robust enterprise platform

- Oversaw 30+ releases in less than 18 months. Completing research, design, validation, story breakdown, sizing, quality assurance, release planning and messaging, success metrics, and iteration

- Introduced user research into product life cycle by establishing tools, templates best practices, and automated outreach to grow and segment validation groups

- Created flexible, thoughtful user experiences for medical facilities of all sizes meeting legal, bylaw and accreditation requirements

- Developed **low-touch, high-visibility processes to integrate UX and QA teams** into product release process, growing our scrappy product team into a model for other software teams within our multi-billion dollar acquisition partner

SUMMARY

In over a decade of product and UX leadership I have shepherded dozens of web projects through full life-cycles. In both freelance and in-house management, I have used data and problem statements to effectively center design around the user, consistently delivering on higher conversions and revenue. I've reinforced those returns by focusing on team satisfaction and cross-functional collaboration, including business, engineering, and senior leadership from the start.

SELECTED SKILLS

PRODUCT
Product Management
Shape Up, Agile, or Waterfall
Usability
Human-Centric Design
Information Architecture
Basic HTML/CSS/JS/SQL

TOOLS
Figma
Atlassian
ChatGPT/DALL-E
Vertex AI/Bard
Adobe CC
G Suite
Google Analytics
Pendo
Maze
Windows/Mac OS

VISUAL
Design Systems
Interaction/UI Design
User flows
Motion Graphics
WCAG/ADA

RESEARCH
User Research/Synthesis
In-Depth Interviews
Customer Personas
A/B Testing
Survey Design
Positioning
Data Analytics

MANAGEMENT
Cross-Functional Leadership
Strategic KPIs
Tailored Messaging
Optimization
Stakeholder/Resource Management
Design Thinking
Process Improvements

SOFT
Collaborative
Tenacious
Adaptable
Diplomatic
Insightful
Inquisitive
Results focused
Product Obsessed

Experience Continued

UCLA - Alumni
Art Director : Jul 2018 - Jun 2019
Senior Designer : Feb 2017 - Jul 2018
Designer : May 2016 - Feb 2017

- Coordinated UX efforts and research for 20+ web pages and award winning web apps

- **Directed the internal roll out of a multi-million dollar brand refresh** using company-wide presentations, one-on-one trainings, and regular email updates to create brand advocates throughout the organization

- Founding member of university-wide UX and email marketing groups whose insights led to 11% increase in email open rates

- Elected as VP of Creative Production for UCLA Staff Assembly. Spearheaded marketing standards, new event types, and promotional methods resulting in **450% increase on the previous year's event revenue**

- Collaborated with email team through a multi-year transition to Salesforce Marketing Cloud, ensuring GDPR and ADA compliance on 70+ new templates

- Strengthened an environment of mentoring and support while the design and marketing teams doubled in size

Trim Media
Co-founder and Design Lead : May 2012 - Sep 2016

- Established a profitable, full-service design agency and consultancy focused on brand identities, websites, and presentation decks

- **Managed all new business pitching, contracting, accounts and payroll, client relations, design delivery, and maintained a portfolio of 12+ companies**

- Selected projects:
  - Flexible templates for a nonprofit allowing them to create 150,000+ social media posts without hiring a designer
  - 30+ pitch decks and print materials for non-profits, films, and major brands including Marriott, Pepsi, Universal, and Godiva
  - Solution to auto-generate homework and reference resources used by 1m+ students and teachers nationally

Select Extracurricular Roles

- **Culture Co-op** : Aug 2021 - Present
  Founding member

- **Employee Resource Groups** : Aug 2020 - Jan 2021
  PRIDE (LGBTQ+) and Open (Mental Health)

- **UCLA Staff Assembly** : Jun 2018 - Aug 2019
  VP of Creative Production

Selected Background

EDUCATION

Computer Science Fundamentals
Brilliant
2022v

Consumer Market Research
UCLA Extension
2017

BA With Honors: Film Production
Loyola Marymount University
2010 - 2014

SELECTED HONORS

North Star Award
for organization impact
CareerArc
Apr 2022

Wishlist Award
for project impact
CareerArc
Jun 2021

Rock on Award
for exceptional team contribution
Silversheet
Oct 2019

Grand Gold Award
in Alumni Relations for Alumni Day Online
CASE District VII Awards of Excellence - Platinum Category
Jan 2019

Service Star Award
for impact at UCLA Alumni Marketing
UCLA Alumni Affairs
Jan 2018

EA Achievement Award
in recognition of Alumni Day Online
UCLA External Affairs
Oct 2018