

Kevin Kidwell

Senior UX Designer | Design Systems, Accessibility, & Complex Digital Products

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EXPERIENCE

American Psychological Association May 2022 – Present

Senior UX Designer

- Lead UX design for large, user-facing systems serving researchers, practitioners, students, and the public including e-commerce and purchase flows, repository-based applications, and a portfolio of smaller, audience-specific sites that are high-impact despite narrow audiences.
- Own the full design process across research, information architecture, interaction design, prototyping, and usability testing, partnering with product, engineering, and content stakeholders to turn complex, domain-specific requirements into clear and accessible experiences.
- Champion accessibility to WCAG 2.2 AA across products, apply and contribute to design systems and pattern libraries to keep experiences consistent at scale, and use analytics and user research to prioritize work and validate design decisions.

Cornell University July 2017 – May 2022

User Experience Designer / Developer

- Led UX/UI design, user research, and development across proprietary and open-source library systems, championing user needs on every project.
- Drove site redesigns end to end through stakeholder negotiation, usability testing, and WCAG 2.1 AA accessibility compliance. Defined user-workflow strategy for library-specific software, coordinating accessibility requirements with vendors.
- Built custom WordPress plugins and training materials and led training for content editors.
- Supervised student workers and served as primary contact on grant-funded projects, managing scope, deadlines, and budget between client and library staff.

Academy of Art University June 2019 – Dec 2021

Instructor — Web Design & New Media

- Taught “Introduction to User Experience,” an online graduate course covering usability fundamentals, workflow methodologies, usability testing, accessibility, and taking a project from ideation through interactive prototype.

Williams Lea Tag August 2015 – May 2017

Front End Developer

- Led the team on development questions and trained members on new clients and techniques.
- Delivered UX design, email design and development, and front-end work as a client-facing developer.

EDUCATION

Academy of Art University — San Francisco, CA February 2013 – December 2015

MFA, Web Design & New Media

Valedictorian nominee · Cum Laude

West Liberty University — West Liberty, WV August 2009 – December 2012

BS, Graphic Design

Magna Cum Laude · Elbin Scholar

CERTIFICATION

Nielsen Norman Group (NN/g) — UX Certification January 2026

UXC #1067002. Completed 30+ hours of specialized UX training. Courses: UX Leader: Essential Skills; Becoming a UX Strategist; Design Systems & Pattern Libraries; Inclusive & Equitable UX; Designing Complex Apps for Specialized Domains; Analytics & User Experience; The Human Mind & Usability.

COMMUNITY

- Chair, Usability Working Group — Cornell University Library (July 2019 – May 2022)
- Steering Committee, Usability Working Group — Cornell University Library (January 2018 – May 2022)
- NYS 4-H Career Exploration Program — Mann Library, Cornell (March 2017 – June 2017)

TECHNICAL SKILLS

UX & Research: User Experience, UX Strategy, Usability Testing, Accessibility (WCAG 2.2), Design Systems, Information Architecture, Prototyping, Project Management

Tools & Development: Figma, Adobe Suite, Claude (AI), WordPress / Drupal, Git, HTML5 / CSS3, JavaScript

Design: Web Design, Email Design, Email Development, Branding, Motion Graphics