kenjibohlin
DESIGNER

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My experience spans product management, user experience design, visual design, and strategic thinking. In my current role, I work with business stakeholders, the sales and client team, and the development team as we build a SaaS product within a not-for-profit association. I oversee the creation and execution of our product roadmap.

Experience

Director of User Experience, *Lineup Management Services, LLC*
Senior UX Designer / Product Manager II, *National Council of Architectural Registration Boards*
(May 2019 - Present)

✓ Transformed an in-house volunteer management system into a commercial, scalable product, Lineup, that we took to market in 2019. Now, more than 40 clients using it to build and manage their high-impact teams. Clients range from technology organizations such as AWS and Adobe to large associations, including the American Dental Association, SHRM, and PMI.
✓ Prioritize features and build the Lineup roadmap in collaboration with sales, client relations, and development.
✓ Organize features and write user stories that implement UX designs with a team of six developers, design consultants, and business stakeholders.
✓ Provide additional support for UX, client management, and light front-end development where necessary.
✓ Conduct product demos of new and upcoming features.

UX Designer, *National Council of Architectural Registration Boards*
(June 2014 - May 2019)

✓ Formalized user-centered design practices with the in-house development team.
✓ Redesigned all transactional emails used by our internal CRM.
✓ Aligned My NCARB portal with the NCARB brand and improved the user experience.

Assistant Director, Communications / Senior Graphic Designer,
National Council of Architectural Registration Boards
(September 2008 - June 2014)

✓ Develop and execute creative concepts that align with the strategic communication plan, meet brand standards, and reinforce the Council's mission
✓ Guide and coach the efforts of the Communications team to ensure the implementation of the CEO's and the Communications Director's shared vision
✓ Lead team of eight content creators and designers using an Agile methodology

Manager, Communications / Graphic Designer
National Council of Architectural Registration Boards
(June 2004 - September 2008)

Communications Coordinator
National Council of Architectural Registration Boards
(September 2002 - June 2004)

Degrees & Certifications

General Assembly | Washington, DC
User Exerpience Design, April 2014

University of Virginia | Charlottesville, VA
Bachelor of Arts in English Literature
May 2001, 3.5 GPA

Technical Skills

✓ Adobe Creative Suite (Photoshop, Indesign, Illustrator, Dreamweaver, Acrobat)
✓ Wireframing and prototyping software (Figma)
✓ Microsoft Office (Word, Powerpoint, Excel)
✓ Content management systems (Wordpress)
✓ HTML and CSS knowledge

Capabilities

✓ Product Management
✓ UX design
✓ Information Architecture
✓ User research
✓ Visual design
✓ Front-end web design
✓ Client Management

2024
★ Merged Licensing System into Lineup, expanding the capabilities of Lineup to serve credentialing organizations and high-stakes licensing boards.

2019
▲ Promoted to Senior UX Designer / Product Manager at NCARB, and Director of User Experience at Lineup
★ Launched Lineup to associations and assessment-development industry.
★ Lineup received the Judges's Success Award from the 2019 ATP Innovation Lab.

2017
★ Began work on Lineup, based on an in-house volunteer management system, working with a team of developers to rebuild it as a flexible, configurable, commercial product.

2014
★ Joined the NCARB Information Systems team as a UX Designer, working to revamp their internal products

2013
★ Implemented Agile methodology with creative team

2011
★ Redesigned the organization's brand

2008
▲ Promoted to Assistant Director, Communications

2004
▲ Promoted to Manager, Communications / Graphic Designer