

Kedron Rhodes

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Experienced Design Leader and coach, focused on unleashing the creative power of human-centered design through collaboration, entrepreneurial mindset, and product development that results in breakthrough innovation, and team vibrancy.

PROFESSIONAL SKILLS

- Team Leadership
- Empathic Design
- Design Driven Innovation
- Product Roadmaps
- Design Thinking
- User Research
- Agile Development
- Collaboration
- Prototyping
- Customer Insights
- User Experience Design
- Human-Centered Design

PROFESSIONAL EXPERIENCE

Agathon Group • Design Strategist

Feb 2017 - PRESENT, Grand Rapids, MI

- Lead and deliver product strategy and vision, user research, and user experience design for mission-driven nonprofits and a healthcare startup, resulting in successful new products impacting 1000's of mobile and Web users.
- Facilitate design thinking workshops, resulting in cross-functional team alignment, product innovation, and strategic direction.
- Develop strategy and insights for innovative product development, launching and scaling startups, Agile transformation, and product management.

Gordon Food Service • UX Manager

Jan 2016 - Feb 2017, Grand Rapids, MI

- Recruit and manage a high-performing User Experience and Data Analytics (metrics) team, supporting all customer-facing applications, resulting in increased customer satisfaction in the \$4 billion B2B platform.
- Collaborate with engineering and technical teams to integrate UX into an Agile process, while leading and conducting user research, design thinking workshops, and product innovation.
- Design and steward the enterprise design system that increased speed and efficiency across all digital platforms.

DesignVox • Senior UX Strategist

June 2015 - Jan 2016, Grand Rapids, MI

- Lead user research, product strategy, and user experience for a wide variety of clients.
- Facilitate design thinking workshops, resulting in cross-functional team alignment, customer-driven insights, and strategic organizational opportunities.

Agathon Group • Design Strategist

Jan 2014 - June 2015, Grand Rapids, MI

- Lead product strategy, user research, and user experience for large Christian nonprofits and academic research projects, resulting in prestigious awards from industry leaders.
- Facilitate product discovery workshops, resulting in cross-functional team alignment, product innovation, and product launch plan.

Atomic Object • Sr. UX Designer

March 2011 - Jan 2014, Grand Rapids, MI

- Lead UX and product strategy for a faith-based business' pivot to include premium content, resulting in new revenue growth, product innovation, and increased user engagement.
- Lead UX Designer for a customer-centered approach to energy use and management, establishing new industry standards for customer engagement.
- Cross-functional project lead, developing prototypes, wireframes, and mockups.

HarperCollins Publishing • Sr. UX Designer Feb 2009 - March 2011, Grand Rapids, MI

- Design and direct an intuitive user experience for the new corporate and e-commerce Web site. Lead information architecture decisions, provide wireframes and mockups while aligning the site experience with customer needs and business requirements.
- Key strategist and researcher on the innovation team focused on discovering new opportunities for product innovation, through design thinking and human-centered design.

GSL Solutions • Creative Director June 2006 - Feb 2009, Tampa, FL

- Partnered with dozens of U.S. Senators and U.S. Representatives in building effective Web solutions; several of which have resulted in awards from the Congressional Management Foundation.
- Operated as the lead creative, and user experience director for the "Mike Huckabee for President, 2008" Web site. My design and usability approach resulted in a consistent rating for Governor Huckabee's site as one of the most usable Presidential campaign sites from independent technology experts.
- Designed the University of South Florida's library Web site which was awarded the best library site in the State of Florida by the Florida Library Association.
- Manage a small creative team that was known for delivering exceptional work; on time and in scope.

Crossing Church • Creative Director Sep 2005 - June 2006, Tampa, FL

- Effectively managed the organization's merger including new brand development, strategic marketing, and Web launch.
- Established strong brand recognition within the community through developing an effective communication strategy, both offline and online.
- Developed and deployed the new organization Web site from the ground up resulting in 500,000 unique visits within the first month of the launch.

The University of Tampa • Sr. Web Designer Sep 2003 - Sep 2005, Tampa, FL

- Successfully led the multi-departmental Web team in a relaunch of the University's Web site that produced a significant increase in usability and exposure.
- Built relationships and trust with diverse faculty and staff by inspiring ownership and creativity.
- Developed and monitored successful online marketing strategies, that directly impacted enrollment and fundraising.

Cornerstone University • Art Director Nov 2001 - Sep 2003, Grand Rapids, MI

- An integral member of the University marketing department providing a new level of graphic and web design for over thirty internal University departments.
- Art direction for the award-winning quarterly University Magazine.
- Establish and maintain strategic partnerships with faculty, staff, contractors, and vendors.

Cornerstone University • Web Designer June 2000 - Nov 2001, Grand Rapids, MI

- Designed, developed, and delivered a successful campus-wide Website from the ground up.

- Inspired ownership across campus for all departments' site development and maintenance.
- Established and promoted a strong, consistent University identity on the Web.

Our Daily Bread • Jr. Graphic Designer

April 1998 - June 2000, Grand Rapids, MI

- Completed an intensive graphic design apprenticeship that resulted in a diverse range of support including creative page layouts, ad slicks, department Intranet, internal company communication pieces, and research.

EDUCATION

Ferris State University • MBA, Design & Innovation Management, Certificate

2010 - 2011 • Grand Rapids, MI

Cornerstone University • Bachelor of Science, Business Administration, Communication Minor

1995 - 2002 • Grand Rapids, MI

IBM • Enterprise Design Thinking: Team Essentials for AI, Co-Creator, Practitioner

2021 • Online

University of Virginia • Design Thinking for Business Innovation, Certificate

2015 • Online

Case Western Reserve University • Inspiring Leadership through Emotional Intelligence, Certificate

2014 • Online

The National Institutes of Health • Protecting Human Research Participants, Certification

2015 • Online

AWARDS & RECOGNITION

Best Website, Truth for Life

2016 • National Religious Broadcasters (NRB)

Website of the Year, University of South Florida

2007 • Florida Library Association

Mouse Awards

2006 • The Congressional Management Foundation, Program on Networked Governance at Harvard

Outstanding Service Award

2002 • Cornerstone University

Staff Member of the Year

2002 • Cornerstone University