

I'm a recovering high school social studies teacher who, since 1997, has been a professional problem solver. I lead teams, develop strategies, and creatively design solutions. When not doing this, I write books.

Current

Design Practice Lead // Kessel Run

Led design on the AF-wide Digital University service (currently in MVP/beta stage) and built the cross-Majcom team advising it. Led research on the Raid 2 Discovery & Framing effort for the AirOps Execution Portfolio. Help mentor and level-up 8 other designers in the Planning Portfolio while leading design practice-wide rituals for the larger KREL-wide practice of over 40 designers.

Previous Consulting Work Highlights

For the work listed below, it was through my company The Offices of Kevin Glennon, LLC. More work and details are on my online portfolio (URL below), and I'd be happy to share additional examples upon request.

Head of Production // 451 Agency Nov. '17 – Apr. '18

Helped transform a local marketing and PR firm into a national creative advertising agency. Created and led the IA/UX team, trained new talent (10+ new hires) in experience methods, developed new internal lean and agile system processes, served as a critical client-facing contact, and helped agency partners retool how they scoped, pitched, and delivered work.

Executive Producer & Research Strategist // WEGO Health '07 – '17

Pivoted the WEGO online application from a WebMD competitor to a new service. Hosted and produced research sessions to generate user stories and personas and inform strategy. Directed and produced multiple series of online videos for clients such as Sunovion. Led and mentored creative and account teams (over 20+ people) to help grow the company.

Senior Producer & Creative Director // NBC Universal Oct. – Nov. '15

Developed social media strategy for a special Halloween campaign for The Munsters. Wrote and created all original content, including on-air bumps, social media posts, graphic Internet memes, and much more. Pitched network heads on new creative, and I even developed a Munster Martini – a cocktail for folks to enjoy as they watched the show.

Executive Producer & Senior UX // Diageo Oct. '14 – Aug '15

Brand Content – Designed all UX/IA and produced all web and mobile/tablet work for the relaunch of the Jeremiah Weed brand. Introduced a new mobile-first strategy for the company and designed unique one-handed operations of mobile webapps. Led a creative and production team of 20+ and developed new tools for tracking and delivering work.

Senior Producer & Senior UX // Bank of America / Digitas Jul. '12 – Dec. '12

Digitas Boston – Produced all social media for Bank of America through the new Digitas cutting-edge BrandLive service. Transitioned from senior producer to lead UX designer for the agile development of agency-wide BrandLive online tools. Developed the scope and functionality for the BrandLive calendar SaaS agency product. Led all research, strategy, and stakeholder management (over 12 key stakeholders in 8 different business locations) for the new product.

Senior Producer & Research Strategist // Ram Trucks Sep. '10 – Jun. '11

SapientNitro – Served as the senior producer for the separation of Ram Trucks from the Dodge brand. Produced the daily update iterations of the Ram web site, and major projects and micro-sites, such as for the Kentucky Derby, Sports Illustrated Swimsuit edition, and all new truck models. Developed new processes to scope and track projects. Produced dynamic banner ads and third-party channel projects, and served as UX designer and research strategist.

Volunteer

Communications Director // Quincy Drug Task Force

Led stakeholder research into blockages keeping opioid substance abusers from getting proper treatment in the City of Quincy, Massachusetts. Created user personas, journey maps, and service blueprints to identify where Quincy citizens were falling off the path to medical treatment. Partnered with local, county, state, and federal agencies to coordinate online systems to better track addiction patients, and to provide real-time access to open beds across regional treatment facilities. Reduced accidental poisoning (overdose) deaths from 10-14 per week to less than 1 per week.

SKILLS

HTML
XML
CSS
Photoshop
Illustrator
InDesign
Premiere Pro
Animate
Word
Excel
PowerPoint
Project
G Suite
Figma
Sketch
Audacity
Trello
Whimsical
Jira
Basecamp

EDUCATION

M.Ed. & B.S.
Suffolk
University

Digital portfolio and more can be found at:

WWW.KEVINGLENNON.COM