

Kevin Arthur

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience creating user-centered design solutions through user research, design thinking methodologies, and cross-functional collaboration. Delivered 20+ projects with proven results including 25% task-success improvement and 22% conversion increases through data-informed visual design and iterative usability testing. Expert in Figma, Adobe Creative Suite, and responsive design patterns with strong problem-solving skills across e-commerce, SaaS, and healthcare product experiences.

SKILLS

Product Design: Figma, Sketch, Adobe Creative Suite, Design Systems, User Research, UX Research, Design Thinking, Rapid Prototyping, Responsive Design, Usability Best Practices

Development & Analytics: React, Next.js, TypeScript, Python, GA4, A/B Testing, Product Analytics

Collaboration: Cross-functional Team Collaboration, Agile Delivery, Stakeholder Communication

PROFESSIONAL EXPERIENCE

Product Designer, MinoHealth AI Labs

November 2023 - May 2025

- Improved task-success rates by 25% for AI-driven diagnostic tools by conducting iterative usability testing and user research on 8+ shipped features, applying design thinking to solve complex user experience challenges
- Shortened clinician workflows by 15% and reduced click-paths through user-centered redesign of complex data visualization interfaces into intuitive dashboards, demonstrating strong visual design and problem-solving skills
- Collaborated effectively with cross-functional teams including ML engineers to implement accessible UI patterns for AI-detected anomalies using Rive and Unity for interactive prototypes
- Conducted UX research to inform design decisions for medical diagnostic interfaces, ensuring compliance with medical data standards and usability best practices for healthcare professionals

Product & UI/UX Designer, Freelance

April 2018 - Current

- Delivered user-centered design solutions across 20+ projects with 4.8/5 client satisfaction by conducting user research and applying design thinking methodologies to craft tailored product experiences
- Increased client conversions by 22% through data-informed UI redesigns using GA4 analytics and A/B testing, creating engaging and aesthetically pleasing designs that directly impacted revenue for e-commerce and SaaS clients

- Reduced design system maintenance by 30 hours/month by developing modular Figma component libraries with responsive design patterns, enabling consistent visual design across client products
- Accelerated iteration cycles from 4 to 2 revisions by implementing AI-augmented rapid-prototyping workflows, improving collaboration with cross-functional teams and client stakeholders

Graphic & Brand Designer (Creative Assistant), LeadMonger

March 2022 - September 2022

- Increased client engagement by 25% and reduced paid-media cost-per-lead by 18% through rigorous A/B testing of creative assets, applying user research insights to refine visual design and messaging
- Accelerated client sign-off cycles by 30% by implementing centralized Figma and Adobe Creative Suite asset libraries, demonstrating strong collaboration skills and design system thinking to streamline review processes

Digital Marketing & Communication Manager, Muna Kalati

February 2022 - July 2022

- Increased website sessions by 55% and doubled newsletter subscriber list through SEO-driven content strategy, demonstrating user research capabilities by analyzing audience behavior and preferences

UI/UX Design Intern, Charles Technology Africa Ltd

November 2021 - January 2022

- Created user-centered UX artifacts including wireframes and prototypes for 5+ client applications, conducting user research through GA data analysis to prioritize high-impact UI improvements

EDUCATION

Master of Science in Applied Computer Science (Advanced Programming)

Fairleigh Dickinson University, Vancouver, BC, Canada

Expected December 2026

Bachelor of Science in Computer Science

Kwame Nkrumah University of Science and Technology, Kumasi, Ghana

November 2023