Kris Kay

PRODUCT DESIGNER | AR CREATOR

kris-kay.com
hello@kris-kay.com

EXPERIENCE

Product designer

JUN 2023 - PRESENT (CONTRACT) *Retreaver*

Data-driven call tracking, routing, and analysis company.

- Collaborated with the product owner and engineers to define new features.
- Delivered **dashboard prototypes** and mockups of varying levels of fidelity.

Augmented reality and product designer

DEC 2021 - JUN 2023 *Goodkind softwear corp.*

B2B video assignment, recording, and delivery platform.

- Led the total redesign and restructuring of a **web app dashboard** for video marketing campaign creation, and CRM audience segmentation.
- Designed, developed, tested, and published custom AR filters.
- Used JavaScript to develop **augmented reality features** for mobile app.
- Assisted the development team in the integration of the SnapCamera SDK.
- Worked with the design and development teams on a new **design system**.
- **Interviewed and onboarded** new design team members.

AR app prototype developer

SEP 2020 - NOV 2021 *ARbor*

Educational augmented reality app for creating 3D mind maps.

- Developed **iOS app prototype** using Unity3D, and deployed it on TestFlight.
- Built a custom website for the project using **HTML/CSS/JS and Firebase**.

UX | UI designer

APR 2019 - APR 2020 (CONTRACT) *CONE.io*

Universal API for the integration of complex historical data into financial apps.

- Create **comprehensive usability reports** and recommendations based on usability best practices and **WCAG** guidelines.
- Applied stakeholder feedback to **rapidly refine prototype iterations.**

Brand identity | web | AR filter developer

APR 2011 - PRESENT *Freelance*

- Designed, and built custom **augmented reality filters** (Snapchat, Instagram).
- Built fully responsive mobile-first websites using Webflow, Shopify, and Squarespace, as well as HTML/CSS/JS.
- Crafted style guides, logos, custom illustrations, icons, and web design.

EDUCATION

Interaction Design and Development

SEP 2018 - APR 2021 *George Brown College*

Advanced Diploma

Introduction to Wearable Media

SEP 2018 *OCAD University*

SKILLS | TOOLS

Design

- UX/UI design
- Human-computer interaction
- WCAG & usability best practices
- Rapid prototyping
- AR design

Programming

- Modern CSS/SASS
- Semantic HTML
- JavaScript
- Git / Github
- Unity3D / C#

Software

- Figma
- SparkAR
- Lens Studio
- Illustrator
- Blender

AWARDS

Award for Web Design
RGD student awards

Toronto Artscape Foundation Launchpad Bursary
Toronto Artscape Foundation

School of Design Endowment
George Brown College

VOLUNTEERING

Member of Program Advisory Committee
JAN 2020 - APR 2023
GBC School of Design

Provided strategic advice to guide the framework and curriculum for a new web development program now offered at the school of design.