

KEN CALDWELL

kenneth.r.caldwell@gmail.com | (810) 240-1241 | [linkedin.com/in/ken-caldwell](https://www.linkedin.com/in/ken-caldwell)

My specialty is helping teams build better products through a combination of user experience research, communication, and visual design.

SKILLS

- User-centered designer and HCI researcher
- Team leader and coach
- Content strategist and communication planner
- Graphic artist and desktop publisher
- Branding and marketing specialist

TOOLS

- UserTesting
- Qualtrics
- Figma
- Adobe XD
- Adobe InDesign
- Optimal Workshop
- HTML & CSS
- NVivo

COURSEWORK

- Needs Assessment and Usability Evaluation
- Interaction Design
- Advanced Graphic Design & Communication
- Information Architecture
- Contextual Inquiry and Consulting Foundations
- Cognitive Ergonomics
- Fundamentals of Human Behavior

LEADERSHIP

- Communication liaison for The LINK at Rocket Companies (2023)
- Strategic planning lead for U-M Diversity, Equity & Inclusion (2017–18)
- Information Architecture Conference volunteer (2018–21)
- Midwest UX Conference volunteer (2019)
- 826michigan Ann Arbor book designer (2016–18)

EXPERIENCE

Rocket Mortgage

Team leader and senior design researcher (November 2020 – present)

- Clarified team member trust in and expectations for generative AI
- Led research activity, design discovery, and usability testing for mortgage tools
- Improved product SUS score from 76.9 to 94.6 through design enhancement
- Empowered a cross-functional team of 7 information architects, strategists, and designers to deliver search engine product innovation
- Championed research process and design method by mentoring team members
- Created and monitor KPIs for a search product with 500,000 monthly queries
- Support team members in their continued growth and development

University of Michigan Center for Academic Innovation

User experience research fellow (May 2020 – August 2020)

- Conducted usability tests for GradeCraft and Michigan Online products
- Developed interaction maps to pinpoint issues in the user journey
- Assisted product team with user interviews and needs assessment
- Evaluated department website for UX best practice using recognized heuristics

University of Michigan Information and Technology Services

Marketing communications specialist (January 2015 – May 2020)

- Led communication planning and content strategy for IT initiatives
- Researched technology innovation and crafted value-driven stories
- Created editorial strategy for the Michigan IT Newsletter (Office of the VPIT-CIO)
- Oversaw department social media strategy (@UMichTECH)
- Executed targeted email campaigns to campus audiences

McLaren Health Management Group

Marketing communications specialist (June 2009 – March 2015)

- Designed program brochures, forms, and print ads
- Supported a sales team with a 25-county service area
- Guided a production artist with creative direction and mentorship
- Edited proposals, white papers, and technical writing
- Preserved corporate identity through logos, typography, color, and imagery
- Managed communications for events and annual fund development

EDUCATION

University of Michigan School of Information (UMSI) — Ann Arbor, MI

Master of Science in Information, UX Research and Design (December 2020)

Grand Valley State University — Allendale, MI

Bachelor of Arts, Creative Writing (April 2008)

CERTIFICATIONS

- Google UX Design, Coursera 7-course specialization (2023)
- MIT Designing and Building AI Products and Services (2023)
- CalArts Graphic Design, Coursera 5-course specialization by (2016)
- Adobe Certified Expert, Design Specialist — InDesign, Illustrator, Acrobat (2016)