

Miles Kemp

213.595.5501 miles@variatelabs.com mileskemp.com <https://www.linkedin.com/in/mileskemp/>

Passionate UX/UI design leader and world-class team builder with proven experience creating innovative digital experiences to accelerate the growth of companies.

Over the past 14 years, I've helped 50+ companies (startups to Fortune 500) understand their customers, reimagine their products, increase their revenue and transform their organizations using a results-driven approach to design. I'm a hands-on design leader with 10+ years of experience building and leading agency teams, hybrid teams and internal teams using a mix of creativity, business strategy, process, customer research, and political skill to create innovative, world-class work that changes industries and companies.

Before working as a user experience designer, I worked for 9 years as a project architect for well-known design firms on 65+ built projects around the globe-spanning high-end residential, large-scale commercial and skyscrapers. In 2009, I co-wrote the first textbook on interactive architecture and spaces published by Princeton Architectural Press. I also mentor UX designers and lead a co-elevating community to help dads inspire their kids using creativity, technology and innovation.

Professional Experience

Head of Design, M Digital (Co-founder) – Jan 2019-Present

Currently leading a small design company specializing in using a human-centered design approach to understand customer opportunities and design impactful innovative solutions.

- Created the overall vision, UX/UI design and design system for a new learning platform for all 1M+ employees across 30 brands leading to considerable cost savings.
- Reimagined the automotive dealership experience for a national automotive dealership software platform. Created the next design system to 2x delivery of updates.
- Created the overall vision to secure \$50M+ in annual funding for 2020 initiatives for a global product company.

CEO / Head of Design, Variate Labs (Founder) – Sep 2009-Mar 2019

Led a multi-disciplinary team of 20+ strategy, UX and developers to create innovative digital products and experiential experiences for clients in the museum, banking, video game, defense, telecom, movie studio, and natural resources industries.

- Led various Marriott internal teams to reimagine the customer experience across all digital touchpoints including a new mobile app (#19 travel, 4.9 stars, 545,600 reviews), new property website platform for 7000+ hotels (30 brands), marriott.com including optimizing the booking engine (25% increase YoY, \$10-20Bn in 4 years), streamline process and communications across 10+ teams, 350+ qualitative customer interviews, create two new design systems for 30 brands and more than 20 other projects.

- Led various Ellucian product teams to reimagine the user experience for 5 digital products (including support - Salesforce), establish a new standards team and design process and build the new company-wide design system (65+ products). Dramatically improved the NPS score for all products by 50 points and lead to 2x lower volume in support requests.
- Created the overall vision, brand, UX/UI design, branding and integration plan for the new digital asset management system for 5,000+ employees at Sony Pictures Entertainment.
- Led a 15+ person team to create the new mobile logistics management platform for 10,000+ employees at Helmerich & Payne.
- Designed and built a new office and company culture in a prominent location in Los Angeles.

Clients: Marriott, Ellucian, Smiletime, Alaska Communications, Bill & Melinda Gates Foundation, Coda, Disney, EADS, Faena Hotel, Helmerich & Payne, LA Museum of the Holocaust, Miami Science Museum, Microsoft, Pacific Western Bank, Petersen Museum, Samsung, Toyota, and Xen.

Product Lead, More Human (Founder) – Mar 2016-Dec 2018

Led a small startup to launch and maintain a real-time conversation platform app (iOS) across multiple target markets. Established an off-shore development team, in Costa Rica, to create and maintain app.

Product Lead, Digital Physical (Founder) – Mar 2014-Dec 2016

Led a small startup to create the vision for a new virtual reality tool for architects working closely with a prominent virtual reality development company. Created brand and marketing for Kickstarter campaign.

Chief Product Officer, Funbuilt (Co-founder) – Feb 2011-Apr 2014

Established and led a 15 person creative, film, and development team to build and launch two software products. Responsible for the creation of the overall product vision and day-to-day team management.

- Raised over \$1.1M in venture capital to build new YourSay sweepstakes contest platform.
- Designed vision and evolving product features for web, mobile, and Facebook touchpoints.
- Created all patent documentation for PTO submission.

User Experience Lead, Schematic / now Wunderman – Aug 2006-Sep 2009

Created the vision, and UX, for 30+ successful design projects for top global brands. Led teams to create all UX deliverables.

- Led company-wide client-facing process standardization.
- Created new Target in-store interactive video game catalog available in all US Targets.
- UX contributor to Schematic Cannes touchwall creating 23M+ media impressions worldwide.
- Created in-car interface and mobile user experience concept for BMW i3 and i8.
- Created vision for new Time Warner set-top box (1200 pages of concepts/650 specs).
- Designed award-winning Android-based “Mustang” interface for Samsung.
- Drove operational efficiency through rigorous project planning and allocation of resources.

Clients: ABC, Blockbuster, BMW, BBC, Clearwire, Comcast, Disney, Emotiv, Microsoft, Nexon, Primesense, Qualcomm, Samsung, Social Edison, Sony, Target, Televisa, Time Warner and many more.

Proud Endeavors

Dad's Co-elevation Platform – Jan 2018-Present

Creation and on-going operation of a small group of dads that shape their children's future using creativity, technology, and innovation. Monthly and bi-monthly meetups for creative events.

Design Everything Apparel – Jan 2020-Present

Creation of new brand, marketing, product creation, and fulfillment for an e-commerce store that sells inspirational clothing to designers, creatives and kids.

UX/UI and Entrepreneurial Mentorship – 2007-Present

On-going mentorship of 3-6 designers, at any one time, throughout my career. Estimate that I have helped more than 60 people with their careers over 12 years.

Lectures

2020 - NoVA UX, Design Systems At Scale

2019 - Automotive, Creating Visionary Experiences

2018-2019 - Ellucian, Practical Application of Design Systems

2017-2020 - Marriott, Practical Application of Design Systems

Publications

2014 - Room, Inside Contemporary Interiors

2011 - Living Rooms - Icon Magazine

2009 - Interactive Architecture - Princeton Architectural Press, 2009

I co-wrote the first textbook on interactive spaces that is used by 50+ university programs worldwide.

First edition of 10,000 units sold-out. Forward by Bill Mitchell

Publications

2018 - Fast Company - World's Most Innovative Companies (Design) - Marriott App

2018 - Webby (Travel) - Marriott Mobile Sites and Apps

2017 - Fast Company - World's Most Innovative Companies (Travel) - Loyalty Program

2013 - SEG D Merit Award - Bill and Melinda Gates Foundation Visitor Center

2012 - Seattle Magazine's Best Kids Edutainment - Bill & Melinda Gates Foundation

2011 - Gold MUSE award, best audioguide in the USA - LA Museum of the Holocaust

2011 - Silver MUSE award for multimedia installation - LA Museum of the Holocaust

2010 - Bronze International Design Excellence Award - Samsung Mustang mobile UI

2010 - MediaPost's Digital Out of Home Award - Cannes Touchwall

2009 - Ad Critic Top 20 - Cannes Touchwall

Education

Southern California Institute of Architecture – Masters of Architecture, 2005

University of Maryland – Bachelor of Science in Architecture, 2001

Soft Skills

Leadership, empathy, results-driven, problem-solving, decision-making, confidence, honesty, dependability, critical thinking, creativity, teamwork, desire to learn, persuasion, presentations and storytelling, mentoring, positive attitude, meeting deadlines, public speaking, self-direction, self-awareness, hardworking, work-life balance, time management, resourcefulness, attention to detail

Technical Skills

UX/UI design and best practices, complex systems analysis, multi-channel experience design, design systems, qualitative and quantitative user research, prototyping, usability testing and validation, data visualization, lean UX, agile and waterfall development, SAFe, product management, scheduling, project management, annual enterprise budgeting and pitching, new business development, venture capital, project scoping, creative briefs, reports and proposals, Sketch & Adobe CC, HTML & CSS, Google analytics, social media ads and marketing, countless physical prototyping tools and systems