



# kevin e. hackett

Strategic Digital Experience and UI/UX Designer,  
Digital Marketing Strategist and Multimedia Designer

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## ✂ STRATEGIC SKILLS & EXPERIENCE

10+ years digital marketing	Creative direction	Content management
End-to-end digital design	Social media marketing	HTML/CSS Development
Multimedia and graphic design	Search marketing	UX / UI
Digital platforms	Content marketing	Social media design
User journey mapping	Digital demand generation	E-mail marketing development and design
Data analytics and insights	Digital marketing strategy	

## ⌂ PROFESSIONAL EXPERIENCE

### **Sr. UX Designer - CoE - Products and Platforms**

HCL Technologies, February 2019 → Present

Based in HCL's Center of Excellence, focusing on exercising and applying UX design principles and guidance. Applying skills learned over many years in digital marketing and digital/user experience design to craft end-to-end solutions guiding the user and advocating for ease of use.

- Provide guidance and uphold UX principles set by the Center of Excellence.
- Cross-product role, intended to work inside a core team to develop the tools necessary for product teams to align, brand, develop and build compliant and consistent applications in the HCL Software portfolio.
- UX practitioner applying skills for an emerging eCommerce platform to focus on speed and delivery of customer renewals and software quote delivery.

### **Digital & Multimedia Director Global Events**

SDI International, Contracted to IBM Events, July 2017 → February 2019

Leverage my skills and expertise in digital marketing and the digital ecosystem to build, develop, launch and creatively direct digital creation for the IBM Events group focused on customer engagement. Lead, create and design Event specific communications, Social and digital media assets, site design and development. Design, architect and lead strategy for the user experience across new and emerging digital experiences for event attendees.

### Senior Digital UI/UX and Digital Experience Designer

IBM Analytics, September 2016 → June 2017

Design, develop and build a user journey across IBM.com's Analytics branch to educate and nurture users into a journey that results in the best experience for users and Digital Marketing efforts.

- Strategically build, design, develop and launch new or existing properties to intelligently create a user journey that ends in meaningful action by the user.
- Ensure quality and consistency of the IBM Brand, as well as visually engaging architecture and design.
- Manage connection points between digital strategists and IBM.com. Collaborate to develop
- optimized visual and architectural layouts to properly fit a step along the user journey.

### Digital Marketing Strategist

IBM Cloud, January 2016 → September 2016

Design and develop digital campaign experiences that align with marketing campaigns

- Design and manage build of digital properties on IBM.com using digital best practices for converting users to marketing leads.
- Develop and build lead capture forms and data collection techniques to support the digital activity of marketing campaigns.

### Digital UI/UX and Digital Experience Designer

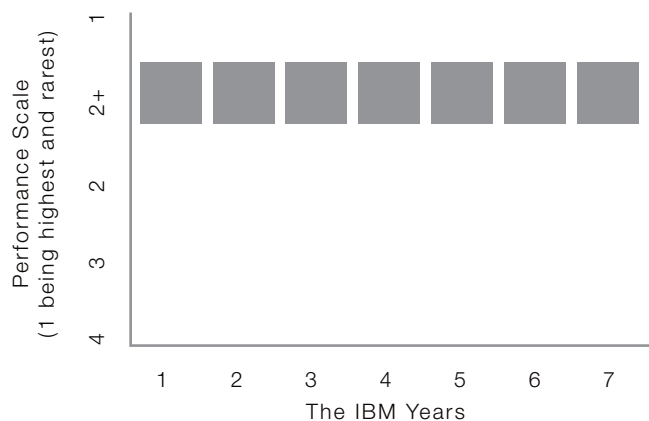
IBM Systems, Middleware, May 2010 → January 2016

Design and develop a user journey across IBM Digital Properties to educate and nurture users into a journey that results in the best experience for users and Digital Marketing efforts.

- Analyze and quantify existing Digital Marketing properties in an effort to optimize the user journey. Strategically build, design and develop new or existing properties to intelligently capture marketplace discussions.
- Manage connection points between core IBM digital teams, analyzing and implementing greater IBM Digital Marketing efforts and interpreting digital design to conform to the desired outcome



## ACCOMPLISHMENTS AND AWARDS



1x

#### Initiate Systems Innovation Award

For role in building out company wide intranet portal for sales, marketing and product cycle information

6x

#### IBM Team Excellence Award

For role in various IBM products including new marketing and product roll outs, new digital marketing functions, work on various social platforms or off-domain site design and build.

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## WHAT MY COLLEAGUES SAY

**Ken Robertson, IBM Marketer. Digital. Content. Brand. Design. Development. Tech witness. Maker.**

If you're serious at all about digital marketing, Kevin Hackett is that rare digital animal - a unicorn even - who embodies digital transformation. He can handle all the expected facets of digital expertly: strategy, design, SEO, content, paid media, social, commerce, and beyond. But he can also actually develop the platforms and experiences through which those functions are realized. He designs, codes and builds digital experiences (a rare and under-valued bonus and important differentiator for the digital marketer), is an expert trend-spotter and visionary for new paradigms and approaches, and a fearless and tireless experimenter, tester, and innovator. The great thing about Kevin is that all these qualities live inside him. You get them whether you know you need them or not. Consequently, his contribution is inherently value-added: he'll bring you to places you didn't realize you needed to go.



**David Pittman, Ontario Systems Product Marketing Manager**

Kevin possesses a rare level of skills that span from strategy through design and execution on a variety of digital platforms. He has the ability to spot issues that impede the user experience, then design new ways that will improve that experience. Finally, he has the coding chops to bring the new design to life. It's not hard to find someone who can do perform one of those roles, but not many do them all. And I'd say very few do them all as well as Kevin. His ability to understand the business challenges and fix them played a significant role in our ability to attract and retain happy customers.



**Crysta (Anderson) Vesely, Movéo Product Marketing Manager**

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**Shawn Warn, NetApp Senior Director, Brand Strategy & Messaging**

Kevin worked directly for me on the Global Events Audience Engagement team as our creative director and UX manager. Kevin brings a level of strategic thinking to the team that helped us exceed our KPIs. Working with the CHQ Brand team, the extended Global Event team and the business unit digital leads within IBM Kevin created a design system that supported audience engagement for IBM's flagship event Think. Kevin's work ethic, creative intelligence and passion for UX make him a much needed addition to any digital team. He comes with my highest recommendation.

