

GAVIN KUCERA

EXPERIENCE DESIGNER

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portfolio: gavinkucera.com

EDUCATION

Minneapolis College of Art & Design

BFA, Graphic Design
2002 – 2005

Iowa State University

Drawing & Printmaking
2000-2002

KEY SKILLS

- Graphic Design
- User Experience Design
- Creative Concept Design
- Experience Strategy
- Qualitative Research
- Infographic Design
- Motion Design
- Web Design
- Illustration
- Presentation Design
- Workshop Facilitation
- Stakeholder Interviewing
- basic knowledge of HTML, CSS, and Action Script

APP EXPERIENCE

- Photoshop
- Illustrator
- PowerPoint
- AfterEffects (beginner)
- Miro
- dscout
- Office 365
- Figma

BIO

Using my talents in design, illustration, animation, strategy, and research, I strive to understand and empathize with the true needs of the end-user to create ideal and inspiring experiences. With my my tenacious inquisitiveness, an eye for detail, a strong sense of continuity, and my unique brand of creativity I've delivered rich user experiences and strategies for brands such as Best Buy, Hasbro, Target, and General Mills.

WORK HISTORY

Oct 2020 - Sep 2023 | Best Buy | Richfield, MN

Sr. Experience Strategist

- Collaboratively worked with omnichannel business partners to develop strategic recommendations for Best Buy's future state experiences
- Facilitated workshops with business and CX/UX partners
- Conducted stakeholder interviews and primary qualitative research with customers and employees to understand their needs. Primary research consisted of diary studies, card sorting, 1:1 interviews, surveys, and focus groups.
- Developed mindsets, experience objectives, prototypes, and experience concepts to inform and inspire the product road map and project decisions across all channels
- Wrote/designed/illustrated current and future state customer experience journey maps, service maps, and stories to show where Best Buy is and where they want to go in order to enlighten, build empathy, and guide the organization

Jul 2016 - Oct 2020 | Best Buy | Richfield, MN

Customer Experience Strategist

- Helped build the team and develop the CX area of practice for Best Buy. Beginning under the digital experience org, we quickly grew into the omnichannel team of today
- Worked with UX Customer Research partners to gather and develop relevant insights on current state experiences and test future state concepts. Co-facilitated focus groups and ideation sessions with customers and employees.
- Presented key experience insights and facilitated workshops for large corporate off-sites

Sep 2011 - Jul 2016 | Best Buy | Richfield, MN

Associate Creative Director

- Lead a team of five designers on Best Buy's Profile Product Team. We introduced the Customer Dashboard experience and redesigned the entirety of the customer account, order history, personalization, credit card, and loyalty experiences.
- Personally designed the MyBestBuy digital experience from concept to go live for the relaunch of the loyalty program and integration into BestBuy.com. This was prior to the acquisition of my team members.
- Worked very close with information architects and developers on the product team

May 2010 - Sep 2011 | Best Buy | Richfield, MN

User Experience Designer (Contract)

- Worked on a five person design team to develop Best Buy's web experience on multiple, large projects prior to the teams massive growth and the creation of the product teams.
- Collaborated with information architects as well as front- and back-end developers

Nov 2005 - May 2010 | Popular Front | Minneapolis, MN

Sr. Designer

- Popular Front was a digital agency that handled work from many high end clients like Target, Hasbro, and General Mills where I worked with a team of developers and information architects to deliver immersive and entertaining experiences
- Designed and animated deeply immersive Flash experiences along with HTML websites