

Kevin Sheldon

HEAD OF PRODUCT DESIGN AND STRATEGY

Profile

Dynamic Executive Director with over 20 years of experience in product design and strategy, driving impactful user experiences across digital platforms. Expertise encompasses leading cross-functional teams, managing complex design processes, and fostering collaboration to deliver innovative solutions. Proven ability to simplify complexities and enhance user engagement, leveraging strong communication and problem-solving skills. Dedicated to aligning design strategies with business objectives to create products that resonate with users while achieving organizational goals.

Employment History

Executive Director: Head of Product Design and Strategy, 55ip - a JP Morgan Company, New York City

JUNE 2022

Lead the design and strategy functions within the 55ip product team. This includes:

- Running the UX/UI design team and supervising overall design direction
- Planning, prioritization, and roadmapping for the product team overall
- Representing product and design on the 55ip management team
- Leading the advisor-facing projects and overall responsibility for the client-facing product workstreams
- Managing designers, product owners, and product managers
- Successful product launches during this time led to an increase in assets under supervision of over \$13 billion

Sr. Director, Design, College Board, New York City

MAY 2018 – JUNE 2022

Led the interdisciplinary design team at The College Board.

- Teams included user experience, user interface design, design research, and content engineering.
- Collaborate with business owners and technical leads to drive product strategy
- Implemented design processes, tools, and agile workflows across design and product teams
- Successes included the launch of the digital SAT and AP exams, and a ground-up redesign of the PowerFAIDS financial aid management software

Previous roles:

Senior Director, User Experience, Jun 2019-May 2020

Director, User Experience, May 2018-Jun 2019

Instructor, New York Code + Design Academy, New York City

MAY 2018 – DECEMBER 2018

Taught User Experience and User Interface design courses at NYCDA

Director of User Experience, PledgeMusic, New York City

MAY 2014 – APRIL 2018

Directed user experience research and design for PledgeMusic, the largest direct-to-fan music platform in the world.

Details

5166950959

kevsheldon@gmail.com

Links

Website

Skills

Leadership

Strong Communication Skills

Problem Solving Skills

Business Development

Management

Product Design

Design Thinking

User Experience Design

User Interface Design

Figma

Hobbies

Reading, cooking, traveling, trivia nights, fantasy football, film buff

- Responsible for audience studies, user testing, interaction design, and product implementation
- Oversaw development of complete redesign of front and backend systems and mobile apps, leading to multiple consecutive years of the company's largest growth in user base and revenue.

Previous role:

User Experience Lead, March 2014-Jan 2016

Senior Interaction Designer, Iris Worldwide, New York, NY

FEBRUARY 2012 – MARCH 2014

Led the development of user experience and information architecture at a major advertising and marketing firm.

- In charge of conceiving and design for websites, Facebook applications, mobile apps, and social campaigns
- Clients included Coca-Cola, Yahoo, Adidas, Reckitt Benckiser, and COTY

User Experience Lead, Havas Worldwide, New York, NY

OCTOBER 2011 – FEBRUARY 2012

Guided user experience process and strategy for a host of interactive projects being created throughout the agency.

- Developed architecture and documentation for specific mobile, Web, and desktop applications
- Created and implemented strategic paths for agency's user-centric development goals as a whole

Interaction Designer, Cell Division, New York City

FEBRUARY 2011 – OCTOBER 2011

Developed information architecture and user experience for websites and applications for pharmaceutical and health services companies. Worked on systems for public view, internal use, and targeted marketing and sales tools. Had extensive work as well in iOS development.

User Experience Architect, Funny Garbage, New York City

JUNE 2009 – FEBRUARY 2011

Developed information architecture and user experience designs and documentation for clients including Comedy Central, Harper Collins, Warner Bros, and the Smithsonian Institute.

Sr. Editor / Information Architect, City of New York, New York City

OCTOBER 2004 – JUNE 2009

Managed and edited content and structure for NYC.gov and over 60 affiliated Websites. Helped design direction and functionality for Citywide enterprise application and Internet initiatives.

Previous role:

Editor / Portal Developer

Education

Graduate Certificate in Executive Leadership, Cornell Johnson School of Management, Ithaca

AUGUST 2023 – MARCH 2024

Masters of Arts in Humanities and Social Thought, New York University, New York City

SEPTEMBER 2004 – MAY 2008

Bachelor of Arts in History, Cornell University, Ithaca

SEPTEMBER 1998 – JUNE 2002

Courses

Technical Product Management, Cornell University

JULY 2025