

Kevin Knabe

(Pronounced *ka nob*)

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Profile

Senior user experience strategist with over thirty years of success creating products for companies in technology, commerce, publishing, and financial services.

Pioneer in the field of user-centered design. Expert all phases of the design process, including user interviews, user and task analysis, information architecture, user interface design, prototyping, usability testing, and web analytics.

Innovative problem solver. Effective collaborator. Excellent writer and editor.

Experience

SEI Investments

Oaks, PA, 2015-2023

Working in an Agile development environment, designed user interfaces for new features of the SEI Wealth Platform, a large system used by banks and financial advisors.

Worked with my colleagues to establish and maintain a library of user interface standards. Helped to define a library of reusable software UI components.

Created a standard format for user interface specifications, based on usability testing with developers. The redesign reduced the number of UI-related bugs in development.

Led an initiative to bring user interfaces into compliance with web accessibility guidelines.

Rodale Publishing

Emmaus, PA, 2006-2014

Conducted usability tests and card sort studies to support all Rodale brands: *Men's Health*, *Women's Health*, *Prevention*, *Runner's World*, and *Bicycling*.

Helped editorial teams make data-driven decisions about site content based on usage metrics and search engine optimization goals.

Led a redesign of the *Runner's World* website and content management system. In 2008, RunnersWorld.com won the National Magazine Award for General Excellence Online presented by the American Society of Magazine Editors.

Moderated online communities. Established and enforced community guidelines.

Vanguard

Malvern, PA, 2001-2006

Established a user research program for the Institutional Web department. Conducted site visits, contextual observations and interviews, and usability tests.

Developed user personas and task analyses. Worked with business teams to develop functional requirements based on user goals and tasks.

Knabe Design

Doylestown, PA, 2000-2001

Designed websites for e-commerce clients.

Developed and taught a Usability course for Penn State University.

Compiled and formatted scripts for the TV comedy series, *Mystery Science Theatre 3000*.

CDNOW

Fort Washington, PA, 1998-2000

Managed the User Experience group for an online music store.

Apple

Cupertino, CA, 1988-1998

Was lead UX designer for version 1.0 of Apple Help, the online help system for the Mac OS.

Named as a co-inventor in U.S. patent, "Method for Dynamically Generating a Table of Contents View of an HTML-Based Information System," by Apple Computer, 2010.

Managed a usability lab. Planned and facilitated hundreds of usability testing sessions. Worked with product teams to find solutions to usability problems. Influenced many aspects of products, including hardware industrial design, software user interfaces, online help, user manuals, and packaging.

Co-chaired the 1993 international conference of the Usability Professional's Association.

Wrote user manuals and interactive training materials, winning numerous awards from the STC (Society for Technical Communication):

- *Macintosh Tutorial*
Award of Excellence, Online Communication, International Competition, 1995
- *PowerCD User's Guide*
Award of Excellence, Software User's Manuals, Northern California Competition, 1994
- *Mac OS 7.1 Installation Guide*
Award of Distinction, Software User's Manuals, Northern California Competition, 1993
- *PC Exchange User's Guide*
Award of Distinction, Software User's Manuals, International Competition, 1992
- *What's New in System 7*
Award of Excellence, Software User's Manuals, Northern California Competition, 1992
- *Apple II Video Overlay Card User's Guide*
Best of Category, Hardware User's Manuals, International Competition, 1990

IBM

Wappingers Falls, NY, 1987; San Jose, CA, 1988

Wrote online help, online tutorials, and user manuals for IBM mainframe software.

Education

Carnegie Mellon University

Pittsburgh, PA, 1986-1988

Master of Arts in Professional Writing, 1988

Syracuse University

Syracuse, NY, 1976-1980

Bachelor of Arts in English and Television/Radio, 1980