

Kevin Knabe

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Profile

UX designer with over 25 years experience, including ten years at Apple. Expert in user research and task analysis, information architecture, interface design, and usability testing.

Experience

Knabe Design

May 2000 – Sep. 2001, Sep. 2014 - present

User Experience Designer

Freelance design, research, and writing consultant.

Rodale

Feb. 2006 – Sep. 2014

Senior User Experience Architect

- Established a usability research program to support the digital components of all Rodale brands: Men's Health, Women's Health, Prevention, Runner's World, and Bicycling, as well as various e-commerce sites. Conducted usability studies and card sort studies, and worked with editorial and development teams to implement design recommendations.
- Led user experience design for web and mobile projects for Runner's World. Developed wireframes and functional specifications.
- Used web analytics data to optimize user engagement with editorial content.
- Moderated online communities.

Vanguard

Sep. 2001 – Feb. 2006

Senior Usability Engineer

- Conducted interviews and contextual observations to inform the design of Vanguard's web sites for financial decision makers and other institutional clients.
- Developed user personas and task analyses based on the research.

Penn State University

Jan. 2001 – Dec. 2001

Course Developer

Developed and taught a usability course.

CDNOW

Sep. 1998 – May 2000

User Experience Manager

- Managed a group of user experience designers.
- Led user experience design of an e-commerce website. Developed wireframes and functional requirements.

Apple

Sep. 1988 – Feb. 1996, July 1996 – Sep. 1998

Senior Human Interface Engineer

- Conducted usability research that influenced all aspects of the Macintosh user experience, including hardware design, system software, user documentation, and packaging.
- Led user experience design for version 1.0 of the Mac OS online help system. Developed prototypes and wrote functional requirements.
- Designed and wrote the Macintosh Tutorial, a computer-based training program for new users of the Mac. Wrote user manuals for the Apple II and the Mac.

Sun Microsystems

Feb. 1996 – July 1996

Usability Engineer

Performed usability evaluations of hardware industrial designs, and operating system software.

IBM

June 1987 – Nov. 1987, May 1988 – Sep. 1988

Information Developer

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

Education

Carnegie Mellon University

Sep. 1986 - May 1988

Master of Arts in Professional Writing

Syracuse University

Sep. 1976 – May 1980

Bachelor of Arts: English and Television/Radio

Publications

“The Lab, the Web, and the World: User-Centered Design Over Twenty Years,” Wharton Higher Education Web Symposium, University of Pennsylvania, 2010.

“Goal-Oriented Navigation Design,” *News & Views*, Society for Technical Communication, April 2001.

“Designing Online Help for the Mac OS,” *Interface Design and Document Design*, Editions Rodopi B.V., Amsterdam, 2000.

“Usability Professionals’ Association: Conference Program,” 1997. (I was the conference co-chair.)

“Usability Methods for Designing Online Help,” Usability Professionals’ Association, 1996.

“Apple Guide: A Case Study in User-Centered Design of Online Help,” ACM/SIGCHI, 1995.

Patents

U.S. Patent: “Method for Dynamically-Generating a Table of Contents View of an HTML-Based Information System,” Apple Computer, 2010.

Work Samples

Available at www.knabedesign.com.