

Ken Pena

Senior Digital Designer

ken.jpg@icloud.com

Portland, OR

Multidisciplinary designer with 5+ years of experience. Digital Designer with a deep interest in crafting interfaces and intelligent systems, highly motivated, and always willing to learn new skills. Open to relocation.

SKILLS AND TOOLS

Visual, UX & UI Design

Figma, Cursor, Origami

High Fidelity Prototyping

HTML, CSS & Javascript

Scaling Design Systems

Web Design

Senior Digital Designer Studio Freight

GLOBAL CREATIVE STUDIO

03/2025 — PRESENT

Lead digital design execution from web and mobile experiences, guided collaborators, and drove creative strategy to deliver high-quality digital experiences that exceeded clients ranging from startup to enterprise client expectations.

- Collaborated with the MetaMask's product team during a 3-week sprint to successfully launch a new rewards campaign for their mobile app, driving a 12% increase in referrals
- Crafted and spearheaded bespoke e-commerce experience celebrating ElevenLab's merch collection which lead to continued work on their mobile platform.
- Utilized AI to created internal tools to explore WebGL and asset creation within the studio to streamline workflow processes.

User Experience Designer Adidas

ECOMMERCE APP, CONFIRMED, PART OF ADIDAS

12/2023 — 01/2025

Contributed to the core e-commerce design system that balanced innovation with business goals to boost engagement and attract a new consumer base.

- As part of the core shop tab, redesigned the foundational flow for the new add to cart feature, increasing user engagement by 35%.
- Collaborated with global market teams, aligning ways to restructure the UX to accommodate inventory across NAM, EMEA, and APAC.

User Interface Designer Adidas

TOP CREATOR DIGITAL INNOVATION TEAM

7/2021 — 12/2023

Worked within a Digital Innovation team to bring designs to life with the most influential creators on the planet including Beyoncé (Ivy Park), Pharrell, Bad Bunny, Fear of God and more.

- Collaborated with core design system team to establish a scalable solution that accommodate the wide range of external partnerships resulting in a flexible design system.
- Accelerating development of features such as size and fit, contributing to a 15% sell-through boost and a streamlined checkout flow for one adidas' most anticipated collaboration Fear of God Athletics.

Motion Designer Quadmark

GLOBAL CREATIVE AGENCY

08/2019 — 05/2021

Propelled engaging and impactful training modules through compelling motion and graphic design for tech giants such as Android and Hewlett Packard, adhering to their respective brand standards.