

Maximilian Kennedy

UX & Web Designer | Systems-Oriented Background

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Professional Summary

UX & Web Designer with a computational design background specialising in client-facing digital platforms, structured information systems, and research-informed interface design decisions.

Experienced in delivering bespoke websites and ecommerce solutions in consulting environments using Shopify, Wix, SEO workflows, and automation tools. Particularly interested in contributing value to businesses and communities that involve human-centred systems, product thinking, data-informed design approaches, and digital transformation.

Core Skills

UX & Web: UX design, UI systems, information architecture, ecommerce UX, SEO strategy, marketing workflows

Platforms: Shopify, Wix Studio, Semrush

Technical: Python, REST APIs, HTML, CSS, JavaScript, JSX

Research & Systems: Workflow automation, AI integration, data structures, stakeholder mapping

Spatial / Computational: GIS, Rhino, Grasshopper, Revit, AutoCAD, SketchUp, Twinmotion

Design & Communication: Adobe Suite, Illustrator, Photoshop, PowerPoint, Canva, Miro

Professional: Systems thinking, rapid learning, complex problem solving, collaboration

Experience

Ka1ZeN Consulting – Web Designer

2025 – Current

- Designed and deployed client-facing websites across Wix Studio and Shopify platforms supporting marketing and ecommerce workflows.
- Structured page hierarchies and navigation systems to improve usability and support clearer conversion pathways.
- Implemented SEO optimisation using Semrush keyword strategies and technical audits.
- Developed AI-assisted content workflows to accelerate delivery timelines.
- Contributed to visual identity decisions across brand-aligned interface elements.

Freelance – Designer

2025 – Current

- Designed special furniture using spatial algorithms and advanced manufacturing techniques
- Produced interior design concept visuals using CAD workflows to support early-stage design communication
- Delivered professional photography used in commercial recipe content for restaurant publishing

Hospitality & Events Roles

2020 – 2025

Client-facing coordination across high-volume service environments, supporting event delivery, compliance requirements, and stakeholder satisfaction.

Industry Work Placements

EY Wavespace – Digital Designer in Consulting

2020

Supported digital design and visual communication outputs across innovation workshop environments

Silvester Fuller – Project Assistant in Architecture

2019

Produced architectural modelling and assisted with documentation and site observation

Urbis – Analyst in Urban Design

2018

Conducted site research to produce proposal analysis reports and developed GIS models supporting spatial analysis

Selected Projects

- Ka1ZeN Client Website** **2025**
Designed and deployed structured marketing and ecommerce site architecture supporting conversion-focused navigation, SEO strategy, and improved customer journey clarity.
Live site: <https://www.shapdbyk.com/>
- Community Sentiment Mapping Interface** **2024**
Developed an interactive GIS + NLP mapping tool analysing location-based public sentiment using live API data to support urban design decision-making.
- Land Usage and Accessibility Web Tool** **2024**
Built a geospatial data scraping interface enabling real-time classification of land-use patterns within user-defined urban regions.
Live site: <https://greenspacemetric.onrender.com/>

Certifications & Professional Training

- Wix Studio – Web Design** **2026**
 - Wix Studio Partner
- Shopify Academy – Ecommerce Strategy** **2025**
 - Aligning Marketing Products to the Customer Life Cycle
 - Converting Site Visitors to First-Time Buyers
 - Finding New Customers
 - Fulfillment and Order Routing
 - Staying Engaged with Customers to Boost LTV
- Semrush Academy – Search Engine Optimisation** **2025**
 - Keyword Research
 - On-Page SEO
 - Outranking Your Competition
 - Technical SEO and AI Search

Education

- University of New South Wales** **2021 – 2025**
Bachelor of Computational Design
Interdisciplinary degree combining digital systems, spatial modelling, spatial computation, and data-driven workflows applied across digital and built-environment contexts. Projects are developed from concept to delivery.
- Hunters Hill High School** **2015 – 2020**
NSW High School Certificate
Design & Technology, Advanced Maths, Advanced English, Visual Arts, Physics, Modern History, Extension History

Leadership & Community

Leadership
Team lead in university projects; Planner and navigator for multi-day remote hiking expeditions requiring risk assessment and logistics coordination

Community
Legacy volunteering for veteran families; GFCBW charity support for women's shelters

Hobbies
Hiking, Taekwondo, Rock Climbing, Photography, Visual Arts, 3D Modelling, Writing