Kevin Kanakan

Product Designer, AI-native products

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SUMMARY

Product designer with an art and UX background who designs products end to end and builds them with AI as an implementation partner. Recently redesigned and launched 95TIL, a mobile-first Shopify storefront with eight custom interactive systems. Currently developing a native health-adjacent app, an AI-assisted business workflow, and a Japanese conversation app.

EXPERIENCE

Founder, Product and Experience Designer · 95TIL — Aug 2017 – Present

95til.com · Independent streetwear brand · Case study at kevinkanakan.com/95til

- Redesigned and launched (Oct 2026) a mobile-first Shopify storefront, replacing a plain product catalog with a story-driven shopping experience. Directed the AI-assisted implementation in Liquid and JavaScript with Claude as coding partner.
- Designed eight custom commerce and editorial systems: a swipeable 3D product rack, a peel-to-open product unboxing, shoppable story videos, a city map with drop alerts, a CRT video player, a three-view lookbook, and a scratch-off launch discount.
- Built a tag and metafield content model so new products, unboxings, and cities can be added in the Shopify admin without code.
- Designed for real conditions: reduced-motion and no-WebGL fallbacks, skip paths, first-visit-only animations, and phone and desktop QA.
- Wrote brand-voice product copy and set a unified per-line pricing structure.

PROJECTS IN DEVELOPMENT

My Gut Companion · Product Designer and Product Owner — In development

- Defining a native consumer app for structured digestive self-tracking, built around comparing days and never diagnosing.
- Designing the product architecture, core flows, and evidence and safety boundaries for health-adjacent content.

RST, Restaurant Acquisition System · Product and AI Workflow Systems Designer — In development

- Designing an AI-assisted workflow spanning qualification, evidence handling, evaluation, site preview generation, QA, and outreach.
- Defining human approval points, structured uncertainty, and escalation logic, with code for deterministic work and models for judgment.

Japanese Conversation App · Product Designer — In development

- Adapting an open-source realtime SwiftUI voice-AI app into a Japanese-first conversation partner for beginners, covering kana, word segmentation, and politeness levels.

EDUCATION

Elmira College · Bachelor of Arts, Art — 2017

SKILLS

Product	Product design, UX strategy, interaction design, user flows, prototyping, product architecture, ecommerce UX
AI	AI-assisted development with Claude, agent workflow design, human-in-the-loop design, structured evaluation
Tools	Figma, Shopify (Liquid, sections, metafields, theme editor), cross-device QA