

Kenneth Pembleton

Enjoys asking thought-provoking questions, collaborating with passionate peers, and learning from others. Seeks a role where curiosity and discovery are valued — where each question is an opportunity to innovate and every challenge is a puzzle to solve.

EDUCATION

Master of Arts in Human Computer Interaction

State University of New York at Oswego — *Oswego, NY*

August 2018

Bachelor of Arts in Information Science with Double Minor in Computer Science and Cognitive Science

State University of New York at Oswego — *Oswego, NY*

December 2016

- Established a Learning Agreement with a focus on Digital Humanities

EXPERIENCE

Brand and Digital Consultant, [Personal Company] — *Remote*

January 2026 - PRESENT

- Structured a parent company to manage distinct operations, separating the digital media brand from digital consulting and enabling scalability.
- Collaborate with clients to define and optimize their digital brand through ecosystem integration across web domains, professional email, social platforms and e-commerce.
- Conduct usability evaluations on digital platforms to minimize friction and interaction cost, reduce cognitive load, and optimize user journeys to meet brand goals.

Community Coordinator and Experience Creator, [Personal Brand] — *Remote*

June 2019 - PRESENT

- Establish and evolve a digital brand identity across platforms, integrating technology and gaming passions, to create engaging and informative community experiences.
- Engage with creators and communities globally, managing asynchronous, cross-timezone communication and interaction, and maintaining positive community atmospheres.
- Source, establish, and maintain affiliate partnerships aligning with user-centered values to protect and advance user privacy, trust, and experiences.
- Participate in external playtests via testing platforms, applying Nielsen's Usability Heuristics to identify friction and pain points during player experiences.
- Independently and collaboratively evaluate games using publicly available platform telemetry and first-hand experience to measure and predict market survival, player retention, and lifecycle.

CONTINUED LEARNING

Brilliant

Programming & CS
Data Analysis

LinkedIn Learning

Figma

STAYING INFORMED AND INSPIRED

Youtube

Tech Podcasts
Network Chuck
DIY Perks
Hacksmith

Google News

XDA Developers
Phoneareana
NotebookCheck
YankoDesign