

Kevin Nomu Langyintuo

Researcher | Strategist

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View Portfolio: kevinnomu.com

Human-centered researcher focused on how systems, symbols, and environments shape behavior. Skilled in semiotic analysis, qualitative insight synthesis, and narrative strategy. Experienced in turning cultural signals into actionable frameworks for research, design, and communication.

Skills

Research Methods:

Behavioral insight synthesis, user interviews, cultural pattern analysis, semiotic decoding, qualitative/quantitative testing, mixed-method design

Frameworks:

Symbolic systems, recognition theory, narrative architecture, participatory design, trend mapping,

Tools:

SPSS, Figma, Dovetail, Excel, Miro, Notion, Adobe CC, Midjourney, DALL-E, Google Suite, HTML/CSS, (basic prototyping)

Deliverables:

Insight decks, systems maps, creative testing reports, onboarding flows

Education

Skidmore College

B.A. Philosophy/Media & Film | 09/2020 - 05/2024

Coursework in:

Logic, Sociological Research Methods, Business Management, Documentary Production, Cultural Anthropology, Personal Identity, Recognition Theory, and Statistic

Director of Video Department

Skidmore College Radio Board | 10/2022 - 05/2024

Recognition & Impact

SEE-Beyond Grant | 2023, 2024

Academic-to-industry transition grant awarded for design research and storytelling innovation

Storytellers Institute Fellow | 2023

Visual storytelling Fellowship

MDOCS Best Cinematography Award | 2023

Pieces from My Past | 2024

Linocut print permanently exhibited at Skidmore College's Wyckoff Center

Rhode Island International Film Festival | 2024

Experience

Creative Researcher & Strategist

Mentored by Pete Gosselin, CCO

Cape Agency | New York, NY

02/2025 - Present

Analyzing symbolic patterns, audience behavior, and trend ecosystems to influence visual systems and campaign logic.

- Synthesized cultural codes and semiotic signals to drive brand concept development
- Designed and tested narrative structures to shape user perception and engagement
- Developed 5+ integrated campaigns grounded in research-led behavioral insight

Independent Design Researcher

Behavior, Narrative, Systems

Freelance | Remote

05/2021 - Present

Conducting systems-level research on how design, narrative, and symbolic environments influence user behavior and collective identity.

- Led exploratory brand research for early-stage startups to align products with user mindsets and behavioral drivers
- Launched Baby-Last, a product-led research initiative using apparel to explore behavioral triggers and group identification
- Directed a \$15K-funded documentary serving as an immersive field study using documentary to examine media's role in shaping Ghanaian youth's perception of risk, place, opportunity, and identity

Digital Media & VR Research Assistant

Learning Experience Design Studio

Skidmore College | Saratoga Springs

08/2022 - 05/2024

Supported experimentation on digital cognition, instructional media, and immersive learning systems.

- Conducted user testing in VR/AR and AI platforms, collecting and synthesizing behavioral data
- Designed onboarding systems and learning environments for emerging tech (Meta Quest, DALL-E, Firefly)
- Taught 20+ technical workshops and led the development of adaptive learning materials using HTML/CSS and Figma