

KYLE COSTANZA

User Experience Designer 2477 Otis CT., Edgewater, CO 80214

✉ kylecostanza14@gmail.com 💻 costanza14.github.io 📞 913.481.2597

Confident and creative designer with a proven track record in ux design, product development, and market analysis to design for diverse creative environments. Passionate about exploring all facets of design, integrating consumer psychology and ergonomic design to create highly successful and aesthetic products/services. Friendly and personable with excellent leadership and project management skills to meet stake holder requirements while adhering to strict timeline and budget constraints.

AREAS OF EXPERTISE

User Experience Designer (UX) • User Centered Design Principles (UCD) • Problem Solving • Visual Design • Design and Strategy • Creative Project Leadership • Art Direction • Idea Generation and Story Boarding • Brand Identity/Brand Strategy • Logo Design • 3D Modeling • Drawing and Visual Communication • Creating Marketing Collateral • Photography/Photo Editing

TECHNICAL PROFILE

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Bridge, After Effects

Mockup/Markup: Figma, Axure, Sketch, InVision, Usertesting.com, Optimizely X, Balsamiq, HTML 5, CSS

Microsoft Office Suite: Word, Excel, PowerPoint

Miscellaneous: Jira, Confluence, Decibel Insights, Google Analytics, Adobe Analytics, Log Rocket

EXPERIENCE

Compass Real Estate: Senior User Experience Designer

Denver, Colorado (remote, contract)

Aug. 2021 - Present

Compass is one of the largest real estate brokerages that began its journey in the high-end luxury space in New York. Now touching 67 markets, 300 plus offices with more than 25,000 agents, Compass is creating technology to help agents better serve their clients that is unparalleled to its competitors.

Development Teams Supported: Buyside Team (iOS, Android & Web for Client and Agent)

- Develop a better user experience on Compass platforms by creating prototypes, wireframes, high fidelity mocks, and finished designs for iOS, Android, and web in an Agile environment.
- Build and test new experiences across platforms that will change how clients and agents collaborate on finding a new home to buy or rent.
- Participate and conduct design meetings with product owners, stake holders, and management to gather requirements for assigned projects, brainstorm, develop concepts to streamline usability, present potential business opportunities, and final designs.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.

Rhone: Senior User Experience Designer

Denver, Colorado

Oct. 2020 - Aug. 2021

Rhone is a men's clothing brand seeking to make a positive impact on the environment while creating higher-end products that range from work attire to performance workout clothing.

Development Teams Supported: Full ownership

- Develop a better user experience on Rhone.com by creating prototypes, wireframes, high fidelity mocks and finished designs for the web app in an Agile environment.
- Build new ux documentation and processes from the ground up in order to collaborate across multiple teams
- Participate and conduct design meetings with product owners, stake holders, and management to gather requirements for assigned projects, brainstorm, develop concepts to streamline usability, present potential business opportunities, and final designs.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Building out a research program to engage our users & customers on Rhone.com
- Collaborate across multiple teams to integrate ux processes within the business structure and develop new ux documentation to scale for growth.

Cabela's / BassPro: User Experience Designer

Denver, Colorado (remote, contract)

Oct. 2019 - Oct. 2020

Cabela's and BassPro are outdoor retailers providing products and services for recreational activities in fishing, hunting, boating, hiking, and camping.

Development Teams Supported: App & Cart/Checkout

- Develop a better user experience on Cabela's & BassPro platforms by creating prototypes, wireframes, high fidelity mocks and finished designs for the mobile and web app software in an Agile environment.
- Collaborate across multiple teams to develop ux research methodologies and tests through user centered design principles: user testing, a/b testing, surveying, card sorting, usability testing, user testing, and paper prototyping.
- Participate and conduct design meetings with product owners, stake holders, and management to gather requirements for assigned projects, brainstorm, develop concepts to streamline usability, and present research findings, potential business opportunities, and final designs.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Mentor less experienced ux designers at Cabela's/BassPro.

HomeAdvisor: User Experience Designer

Denver, Colorado

Sept. 2018 - Sept. 2019 (Laid off)

HomeAdvisor, an ANGI Homeservices Inc. Company, is a matching service which links the homeowner with service professionals on various homeowner projects across the continental USA and parts of Canada.

Development Teams Supported: Gig Economy & External Partnerships (Nextdoor & Porch)

- Support stake holders and development teams on partnership integrations on HomeAdvisor's business initiatives with customer focus through user experience strategy, research, and design.
- Develop a better user experience on ANGI Homeservices Inc. (HomeAdvisor & Handy) by creating prototypes, wireframes, high fidelity and finished designs for web, tablet, and mobile in an Agile environment.
- Collaborate with ux researcher and stake holders to deliver high fidelity prototypes in order to test design solutions across usertesting.com and in-person research at the HomeAdvisor Lab.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Work with ux manager, development leads, and visual designers to create a consistent, modular, front-end approach to web development at HomeAdvisor.
- Mentor less experienced ux designers at HomeAdvisor.

Arrow Electronics: User Experience Designer

Denver, Colorado

Feb. 2016 - Sept. 2018

Arrow Electronics is a Colorado based company providing products, services and solutions to industrial and commercial users of electronic components, with 2015 sales of \$23.28 billion, serving a global network of more than 460 locations and over 85 countries.

Development Teams Supported: Cart & Checkout, and Product Detail Pages (PDP)

- Develop a better user experience on Arrow.com by creating prototypes, wireframes, high fidelity and finished user interface designs for web, tablet, and mobile in an Agile environment.
- Collaborate across multiple teams to develop ux research methodologies and tests through user centered design principles: user testing, a/b testing, surveying, card sorting, usability testing, user testing, and paper prototyping.
- Participate and conduct design meetings with product owners, stake holders, and management to gather requirements for assigned projects, brainstorm, develop concepts to streamline usability, and present research findings, potential business opportunities, and final designs.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Work with ux manager, product owners, and business analysts to devise a new streamlined process integrating design into the agile environment.
- Work with ux manager to develop personas, information architecture redesign based on conducted research and analytics and created an Arrow.com ux best practices documentation.
- Support stake holders, development teams, and third-party contractors on Arrow.com's scale projects to align business initiatives with customer focus through user experience strategy, research, and designs.

Costanza Designs: Design Consultant

Denver, Colorado

Feb. 2015- Present

Consult with various startup and established businesses on UX Design, Brand Identity, and Logo Design. Clients include:

Evolution Digital (eVue) - Denver, Colorado

- Update eVue's digital streaming service utilizing UX best practices.

Footers Catering - Denver, Colorado

- Develop creative documents: brand identity, wordmark & logo, and UX for an application called Hospitality Heroes, which uses gamification to engage employees.
- Create wireframes, flow charts and ux designs utilizing user-centered design (UCD) methodologies.

Switchback - Denver, Colorado

- Create the brand identity for this startup company, including logo design, color story, wordmarks, and graphic materials for sales and advertising.

The Collective - Chicago, Illinois

- Develop brands and client market share through web development, graphics and Brand identity.

Kenmark Group: Product Designer & Developer

Denver, Colorado

Mar. 2014 - Jul. 2015 (Laid off)

Kenmark is an American optical company specializing in developing creative products and marketing strategies for national brand clients. Designed and developed sunglasses product lines for Lily Pulitzer and Original Penguin with over 70 sunglasses designs.

- Manage all phases of design and production, including concepts, drawings and visualizations, marketing materials, POP campaigns, and logistics management with overseas manufacturers.
- Maintain relationships with brand owners to understand branding needs in regard to vision, aesthetic, style, and sales potential.
- Design and created marketing and sales collateral, including product posters, catalogs, art books, fliers, and brochures to drive sales.
- Research new manufacturing techniques and communicated daily with overseas factories to relay designs, resolve manufacturing and pricing issues, and discuss product details.
- Represent Kenmark at the Vision East and Vision West trade shows.

Results:

- Expanded Penguin and Lily Pulitzer retail sun-wear business by 20% through innovative design, color selection, style, and branding.
- Negotiated price of materials and final product with overseas vendors, and creatively applied production techniques to alleviate new molds fees reducing costs by \$100K.

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