

# KYLE COSTANZA

User Experience Designer 2477 Otis CT., Edgewater, CO

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## PROFESSIONAL SUMMARY

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 stakeholder requirements while adhering to strict timeline and budget constraints.

### AREAS OF EXPERTISE

Digital User Interface/User Experience (UI/UX) • User Centered Design Principles (UCD) • Visual Design • Product Design and Development • 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:** Sketch, InVision, Usertesting.com, Optimizely X, Balsamiq, Solidworks, 3D Studio Max, Sketch Book Pro, HTML 5, CSS

**Microsoft Office Suite:** Word, Excel, PowerPoint

**Miscellaneous:** Jira, Confluence, Decibel Insights, Google Analytics,

## EXPERIENCE

**Arrow Electronics:** User Experience Designer  
Denver, Colorado  
Feb. 2016 - Present

*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.*

- Developing 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.
- Working with ux manager, product owners, and business analysts to devise a new streamlined process integrating design into the agile environment.
- Working with ux manager to develop personas, information architecture redesign based on conducted research and analytics, and created an Arrow.com ux best practices documentation.
- Supporting 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 UI/UX Design, Brand Identity, and Logo Design. Clients include:*

**Evolution Digital (eVue)—Denver, CO**

- Updated eVue's digital streaming service UI/UX utilizing UX best practices.

**Footers Catering—Denver, CO**

- Developing brand identity, logo, wordmark design, and graphic styling for an application called Hospitality Heroes which uses gamification to engage employees.
- Creating UI/UX, designs, and wire frames utilizing user-centered design (UCD) methodologies.

**Switchback—Denver, CO**

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

**The Collective—Chicago, IL**

- Developing brands and clients market share through web development, graphics, and Brand Identity/logo design.

**Kenmark Group: Product Designer & Developer**

**Denver, Colorado**

**Mar. 2014 - Jul. 2015**

*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.*

- Managed all phases of design and production, including concepts, drawing and visualizations, marketing materials, POP campaigns, and logistics management with overseas manufacturers.
- Maintained relationships with brand owners to understand branding needs in regard to vision, aesthetics, style, and sales potential.
- Designed and created marketing and sales collateral, including product posters, catalogs, art books, flyers, and brochures to drive sales.
- Researched new manufacturing techniques and communicated daily with overseas factories to relay designs, resolve manufacturing and pricing issues, and discuss product details.
- Represented Kenmark at the Vision East and Vision West annual trade shows.

**Results:**

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

**Ouray Sportswear: Lead Collegiate Designer**

**Englewood, Colorado**

**Jan. 2011 - Feb. 2014**

*Ouray Sportswear designs and manufactures sports and resort-decorated products for a client base across the USA and Canada. Designed and managed decorated sportswear apparel for specialty clients, including the Pac 12 and Gameday.*

- Designed annual Fall, Spring, and Holiday lines with an average of 80 designs per line for the collegiate market. Screen print, embroidery for hats, and tackle twill.
- Managed full design process, including R&D, printing and embroidery techniques, and printing methods. Oversaw and managed a team of designers, including communication on collegiate standards, licensing best practices, and market projections.
- Performed market research and analyzed sales reports to develop creative direction for Ouray in the collegiate market, and communicated recommendations to Creative Director, CEO, and Sales teams.
- Developed and created marketing and sales materials for product lines, including product posters, catalogs, art books, flyers, brochures, and POP.
- Attended annual trades shows to facilitate design aesthetics and advanced sales, research upcoming styles and trends, and network with industry peers and potential client leads.

Results:

- Over tenure with Ouray Sportswear, helped to grow monthly sales by 400% from \$500K to \$2M.
- Facilitated eCommerce web sales for Nebraska Book, Barnes and Noble, and college retail stores.
- Streamlined the creative and order entry processes to expedite creative workflow and improve efficiency of design searches in the sales database.

**BCS Apparel (Nike):** Associate Production Artist & Designer  
*Overland Park, Kansas*  
**May 2009 - Dec. 2011**

*BCS Apparel is a licensee company that designs decorated products for Nike’s 300+ US college and high school customers.*

- Executed production art, including screen print, embroidery and tackle twill while upholding strict Nike Corporate and collegiate licensing standards.
- Supplemented over 20 graphic designs annually across BCS Apparel’s two product releases.



EDUCATION

**University of Kansas—Lawrence, KS**  
Bachelor of Fine Arts in Industrial Design  
Concentration in Design Psychology  
2008



VOLUNTEER

Soccer Coach, 2009-2011  
KCFC Soccer Club—Overland Park, KS