

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

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: Axure, 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, Adobe Analytics

EXPERIENCE

HomeAdvisor: User Experience Designer

Denver, Colorado

Sept. 2018 - Present

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.com's business initiatives with customer focus through user experience strategy, research, and designs.
- Developing 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 our HomeAdvisor Lab.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Working with ux manager, development leads, and visual designers to create a consistent, modular, front-end approach to web development at HomeAdvisor.
- Mentoring less experienced ux designers at HomeAdvisor.

KYLE COSTANZA

User experience Designer 2477 Otis Ct., Edgewater, CO 80214

Feb 2016 - Sept. 2018
Results:  kylecostanza14@gmail.com  costanza14.github.io  913.481.2597

Results:

Arrow Electronics is a Colorado based company providing products, services and solutions to industrial and commercial customers. Over tenure with Quora Sportswear, helped to grow monthly sales by 400% from \$500K to \$2M.

Commercial users of electronic components. With 2015 sales of \$23.28 billion, serving a global network of

- Facilitated eCommerce web sales for Nebraska Book, Barnes and Noble, and college retail stores.
- Co-founded and created a company with a proven track record in ux design, product development, and market analysis
- Designed and created a sales and marketing plan for a new product line, increasing revenue and improving efficiency

Development Teams Supported: [Lean](#), [Scrum](#), and [Product Details](#) pages, [docs](#)

Development teams supported via a network, and Product Detail Pages (PDPs), integrating consumer

Management with a tiered leadership structure. Our findings suggest employees in most states hold more formal titles and

Edo Nigam (Edo Nigam) is a school of Economics and Social Design at the College of Art and Design.

- Overland Park, KS
 - Collaborate across multiple teams to develop ux research methodologies and tests through user centered

designed principles: user design and prototyping, including concepting, drawings and visualizations, user testing, market

ing materials, ROP campaigns, and logistics management with overseas manufacturers.

BCS Apparel is a leading apparel company that designs decorated products. TECHNICAL PROFILES collegiate and
 1. Maintained relationships with prime owners with understanding, strong leaders, in regards to general aesthetic

Digital User Interface/User Experience (UI/UX) • Adobe Creative Suite: Photoshop, Illustrator, Requirement gathering, assigned projects, brainstorm, develop concepts to streamline usability, and present

Assigned and completed projects, brainstorm, develop concepts to streamline usability, and present User Centered Design Principles (UCD) • Visual InDesign, Bridge, After Effects, Photoshop and Illustrator to design logos, brochures, and marketing collateral, posters, catalogs, and books.

Design • Product Design and Development • Mockup/Markup: Axure, Sketch, InVision, Userstory

Researcher team generating techniques and communicated daily with overseas factories to relay

Generation and Story Boarding • Brand Identity • Studio Max, Sketch Book Pro, HTML 5, CSS

ty, Brand Strategy, Logo Design, 3D Modeling, Microsoft Office Suite: Word, Excel, PowerPoint, Jira, Confluence, Decibel Insights

Working with UX manager to develop personas, information architecture redesign based on conducted

University of Kansas - Lawrence, KS

- research and analytics, and created an Arrow.com ux best practices documentation.

5. Helped Pier Airways and US Postal Design - Helped Pier Airways, a mail sunwear business by 20% through innovative design, color palette, and supporting stake holders, development teams, and third-party contractors on Arrow.com's scale projects

- Supporting stake holders, development teams, and third-party contractors on Arrow.com's scale projects
- Concentration on UI, Design and UX
- To align business initiatives with customer focus **through** user experience strategy, research, and designs.

- 2. To align business initiatives with customer focus through user experience strategy, research, and designs.
- 3. Negotiated price of materials and final product with overseas vendors, and creatively applied production

techniques to alleviate new molds fees reducing costs by \$100K.

HomeAdvisor: User Experience Designer

Gostanza Designs: Design Consultant

Denver, Colorado
Denver - Colorado

Ouray Sportswear Lead Collegiate Designer

Sec. 2015a Effective 2009-2011
Englewood, Colorado

HomeAdvisor, Calif. A. No.

service professionals on various homeowner projects across the continental USA and parts of Canada.

Clients include:
Ouray Sportswe

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

Evolution Digital (eVue) has been designed and managed decorated sportswear apparel for specialty clients, including the P4C 10th Anniversary teams on partnership integrations on HomeAdvisor.com's busi-

- updated evolve's digital streaming service 97.0% utilizing UX best practices.

ness initiatives with customer focus through user experience strategy, research, and designs.

- Developed a better user experience for ANGI Homeservices Inc. (HomeAdvisor & Handy) by creating protocols
- Developed all types of creative documents: brand identity, wordmark & logo and III/IV/X for an application

- Developed all types of creative documents: brand identity, wordmark & logo, and UI/UX for an application types: 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
- Created wireframes, flow charts and UI/UX designs utilizing user-centered design (UCD) methodologies

- Created wireframes, flow charts and UI/UX designs utilizing user-centered design (UCD) methodologies. Solutions across user testing.com and in-person research at BuurHomeAdvisor.ca.

Switchbackie Deriver, Categorical Projections

- Created the brand identity for this start-up company, including logo design, color palette and complete projects on schedule.

- Working with UX manager, development leads, and visual designers to create a consistent, modular, complete projects on schedule; analyzed sales reports to determine the directions for early in the morning materials for sales and advertising

- Developed and created marketing and sales materials for product lines, including product posters, product literature, and brochures.
- Developed and created marketing and sales materials for product lines, including product posters, product literature, and brochures.

- Mentoring less experienced ux designers at HomeAdvisor.

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 over 100,000 customers and client market share through web developments, graphics and Brand identity/logo design and branding. **Costanza Kyle** is a User Experience Designer, 2477 Otis Ct., Edgewater, CO 80214
Feb 2016 - Sept. 2018
Results: kylecostanza14@gmail.com [costanza14.github.io](https://github.com/costanza14) 913.481.2597

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 over 100,000 customers and client market share through web developments, graphics and Brand identity/logo design and branding. **Costanza Kyle** is a User Experience Designer, 2477 Otis Ct., Edgewater, CO 80214
Feb 2016 - Sept. 2018
Results: kylecostanza14@gmail.com [costanza14.github.io](https://github.com/costanza14) 913.481.2597

Overlapped 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.
Confident and creative designer with a proven track record in ux design, product development, and market analysis. Streamlined the creative and order entry processes to expedite creative workflow and improve efficiency.
Designed for diverse creative environments, passionate about exploring all facets of design, integrating consumer psychology and engineering design to create high quality, successful developing products/services friendly and scalable with the latest trends in the design and development of digital products and services. **Costanza Kyle** is a User Experience Designer, 2477 Otis Ct., Edgewater, CO 80214
Feb 2016 - Sept. 2018
Results: kylecostanza14@gmail.com [costanza14.github.io](https://github.com/costanza14) 913.481.2597

Overland Park, KS
May 2009 - Dec. 2011
Designed principles, case design, and production, including concepts, drawings and visualizations, user testing, and materials. POP campaigns, and logistics management with overseas manufacturers.

BCS Architects is a company that designs decorated products for the collegiate and high school markets. **Costanza Kyle** is a User Experience Designer, 2477 Otis Ct., Edgewater, CO 80214
Feb 2016 - Sept. 2018
Results: kylecostanza14@gmail.com [costanza14.github.io](https://github.com/costanza14) 913.481.2597

• Maintained relationships with brand owners with understanding and branding needs in regards to design aesthetic.
• Digital User Interface / User Experience (UI/UX) • Requirements for assigned projects, brainstorm, develop concepts to streamline usability, and present User Centered Design Principles (UCD) • Visual Design • Product Design and Development • Brand and corporate identity development by working across disciplines and organizational boundaries to complete projects. **Costanza Kyle** is a User Experience Designer, 2477 Otis Ct., Edgewater, CO 80214
Feb 2016 - Sept. 2018
Results: kylecostanza14@gmail.com [costanza14.github.io](https://github.com/costanza14) 913.481.2597

• Creative Project Leadership: Art Direction • Idea Generation and Story Boarding • Brand Identity/Brand Strategy • Logo Design • 3D Modeling • Designing, resolve manufacturing and pricing issues, and discuss product details, new streamlined process Drawing and Visual Communication • Creating

University of Kansas - Lawrence, KS
Bachelor of Fine Arts and Industrial Design
2010-2014
• 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.
• Negotiated price of materials and final product with overseas vendors, and creatively applied production techniques to alleviate new molds fees reducing costs by \$100K.

HomeAdvisor: User Experience Designer
Costanza Designs: Design Consultant
Denver, Colorado
Denver, Colorado
Ouray Sportswear: Lead Collegiate Designer
Sept 2005 - Dec 2009-2011
Englewood, Colorado
HomeAdvisor: Curator of HomeAdvisor 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.
Clients include:
Ouray Sportswear designs and manufactures sports and resort decorated products for a client base
Development Teams Supported: Gig Economy & External Partnerships (Nextdoor & Porch)
Evolution Digital (Inc): a Denver, Colorado and managed decorated sportswear apparel for specialty clients, including the P4C1 Brand. **Costanza Kyle** is a User Experience Designer, 2477 Otis Ct., Edgewater, CO 80214
Feb 2016 - Sept. 2018
Results: kylecostanza14@gmail.com [costanza14.github.io](https://github.com/costanza14) 913.481.2597

Fonters Catering: Denver, Colorado
• Developing a better user experience on All Home Services 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 user testing.com and in-person research at our HomeAdvisor Lab.

Switchback: Denver, Colorado
• Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
• Working with ux manager, development leads, and visual designers to create a consistent, modular, catalogs art books, flyers, brochures, and POP.
• Mentoring less experienced ux designers at HomeAdvisor.

Free Collection of Kyle Costanza's design and business and advanced sales, research upcoming
Design and drawings and client market share through web developments, graphics and Brand identity/logo
Feb 2016 - Sept. 2018
Results: [✉ kylecostanza14@gmail.com](mailto:kylecostanza14@gmail.com) [💻 costanza14.github.io](https://github.com/costanza14) [📞 913.481.2597](tel:913.481.2597)

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 70 countries. Overlapped 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. Confident and creative designer with a proven track record in ux design, product development, and market analysis. Mainly managed the creative and order entry processes to expedite creative workflow and improve efficiency. Design for diverse creative environments. Passionate about exploring all facets of design, integrating consumer psychology and engineering design to create highly successful developing products/services friendly and scalable with market trends and user expectations. Design and development in product development, branding and advertising (print, digital, video, etc.) for businesses and design for college aged design.

Overland Park, KS
May 2009 - Dec. 2011
Designed principles, case design and production, including concepts, drawings and visualizations, user testing, and ing materials, POP campaigns, and logistics management with overseas manufacturers.

BCS Aerospace is a company that designs decorated products for the collegiate and high school markets. Maintained relationships with brand owners with understanding and branding in regards to design aesthetic. Digital User Interface / User Experience (UI/UX) • Requirements for assigned projects, brainstorm, develop concepts to streamline usability, and present User Centered Design Principles (UCD) • Visual Design • Product Design and Development • Brand and corporate identity development by working across disciplines and organizational boundaries to complete projects. Creative Project Leadership • Art Direction • Idea Generation and Story Boarding • Brand Identity/Brand Strategy • Logo Design • 3D Modeling • Drawing and Visual Communication • Creating

Working with ux manager to develop personas, Google Analytics, Adobe Analytics on conducted research and analytics and created an Arrow.com ux best practices documentation. Exceeded Fine Arts and Industrial Design. 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. Negotiated price of materials and final product with overseas vendors, and creatively applied production techniques to alleviate new molds fees reducing costs by \$100K.

HomeAdvisor: User Experience Designer
Costanza Designs: Design Consultant
Denver, Colorado
Ouray Sportswear: Lead Collegiate Designer
Sept 2005 - Dec 2009-2011
Englewood, Colorado
HomeAdvisor: Ouray Home Services Inc. company, is a matching service which links the homeowner with services professionals on various homeowner projects across the continental USA and parts of Canada. Clients include:
Ouray Sportswear designs and manufactures sports and resort decorated products for a client base
Development Teams Supported: Gig Economy & External Partnerships (Nextdoor & Porch)
Evolution Digital (Vine) a Denver, Colorado and managed decorated sportswear apparel for specialty clients, including the P4C1 Brand. Managed development teams on partnership integrations on HomeAdvisor.com's business initiatives with customer focus through user experience strategy, research, and designs.

Fonters Catering: Denver, Colorado
Developing a better user experience on All in One Home Services Inc. (HomeAdvisor & Handy) by creating prototypes, wireframes, high fidelity and finished designs for web, tablet, and mobile in an Agile environment. Called Hospitality Heroes which uses gamification to engage employees. Collaborate with ux researcher and stake holders to deliver high fidelity prototypes in order to test design solutions across user testing.com and in-person research at our HomeAdvisor Lab.

Switchback: Denver, Colorado
Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
Created the brand identity for this startup company including logo design, color story, wordmark and complete projects on schedule.
Working with ux manager, development leads, and visual designers to create a consistent, modular, and approach to web development at HomeAdvisor.
Developed and created web marketing and sales materials for product lines, including product posters, catalogs, art books, flyers, brochures, and POP.
Mentoring less experienced ux designers at HomeAdvisor.