Kyle Costanza

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Confident and creative designer with a proven track record in UX Design/Product Design, research, and data-driven analysis to align business goals with user needs, driving impactful results. Passionate about exploring all facets of design, integrating consumer psychology and inclusive 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

User Experience (UX) • Research • User Centered Design Principles (UCD) • Visual Design • Native iOS & Android • Design Strategy • Agile & Waterfall Processes • Project Leadership • Mentoring • Ecommerce • SaaS • Problem Solving • CMS Platforms • Shopify Platforms • Technical Designer • Design Systems

TECHNICAL PROFILE
Adobe Creative Suite: Photoshop, Illustrator, InDesign, Bridge, After Effects
Mockup/Markup: Figma, Axure, Sketch, InVision, Usertesting.com, Optimizely X, Optimize 360, Balsamiq, HTML 5, CSS
Microsoft Office Suite: Word, Excel, PowerPoint
Miscellaneous: Jira, Confluence, Decibel Insights, Google Analytics, Adobe Analytics, Log Rocket, Postman

Hilton: Lead User Experience Designer
Denver, Colorado (remote, Full-Time)
Oct. 2023 – Present

Hilton: Senior User Experience Designer
Denver, Colorado (remote, contract)
Aug. 2023 – Oct. 2023

Hilton is an American global hospitality company that has 24 brands in its portfolio gearing towards business and leisure travel stay. With over eight-thousand properties, 1.2M rooms in several continents, Hilton has built a positive reputation in the hospitality industry.

Development Teams Supported: Prodigy (Back-Office Property Management System)

Results:
- In 2024, delivered efficiencies for team members onboarding new hotels, saving 1600 hours of work.
- Increased the capabilities and number of hotels managing day-to-day work from 1,950 to 4,000.

Responsibilities:
- Develop a better user experience on Hilton's back-office software, Prodigy, through informed decision-making via user research, creating prototypes, wireframes, high fidelity mocks and finished designs in an Agile environment.
- Participate and conduct design meetings with product owners, stakeholders, and upper management to gather requirements for assigned projects, present finished design, conduct design sessions, and gather feedback.
- Strategize with manager and leadership on the overall needs for our various user groups within the Prodigy ecosystem.
- Work cross-funcatility among other stakeholders and teams to ensure design and user needs are met for final design execution.
- Manage and mentor a single junior ux designer on the Prodigy team at Hilton.

VF Corporation: Senior User Experience Designer
Denver, Colorado (remote, contract)
Jul. 2022 – Aug. 2023

VF Corporation is an American global apparel company that has 13 brands in its portfolio gearing toward connecting people to the lifestyles, activities, and experiences they cherish most through a family of iconic outdoor, active and workwear brands.

Development Teams Supported: Canvas (White Label Design Team) & Design Leadership

Results:
- Increased design productivity by creating a more efficient and modern design system across the VF organization.
- Increased overall communication by aligning best practices and standards across all VF teams' design systems.

Responsibilities:
- Migrate VF brands design system from Sketch to Figma while making necessary upgrades to help with workflow efficiencies across multiple brands: Vans, The North Face, Timberland & Smart Wool & Canvas.
- Conduct meetings to educate designers on Figma, FigJam, the new design system, and processes.

- Strategize with manager and leadership on the overall design tool migration, Storybook design system implementation, and new processes and procedures to increase collaboration and efficiencies across the organization.
- Mentor junior ux designers on various topics to promote both personal and business growth at VF Corporation.

Compass Real Estate: Senior User Experience Designer
Denver, Colorado (remote, contract)
Aug. 2021 - Jul. 2022

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.

Results:
- Increased collaborative engagement between client(s) and agent by 20% and increased on platform communication by 10%.
- Increased adoption of payment plans by 11% and rising; recovering around $2,000 a month in past due invoices.

Responsibilities:
- Develop a better user experience on Compass platforms by creating prototypes, wireframes, complex user flows, high fidelity mockup, and finished designs for iOS, Android, and web in a collaborative Agile environment.
- Design a client experience for iOS, Android, and web that will revolutionize how clients and agents collaborate on the home search process.
- Create a new agent experience to collect past due invoices, totaling around 7 million dollars Compass has yet to collect.
- Participate and conduct design meetings with product owners, stakeholders, and upper management to gather requirements for assigned projects, present finished design, conduct design sessions, and gather feedback.
- 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 (remote, financial layoff)
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 (entire website)

- Build new ux documentation and processes from the ground to better collaborate and communicate across multiple teams.
- Create a new research program to engage Rhone customers.
- Develop a better user experience on Rhone.com by creating prototypes, wireframes, high fidelity mocks and finished designs for the web in an Agile environment.
- Optimize critical user flows and experiences collaboratively across multiple development teams and stakeholders by leveraging UCD methodologies and proper design processes.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.

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 conducting research, creating prototypes, wireframes, high fidelity mocks and finished designs for native iOS, Android, and web in an Agile environment.
- Collaborate across multiple teams to conduct ux research through user centered design principles (UCD): generative research, a/b testing, surveying, card sorting, usability testing, user testing, and paper prototyping.
- Participate and conduct design meetings with product owners, stakeholders, and management to gather requirements for assigned projects, present research findings, gather feedback, voice potential business opportunities, and showcase final design.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Work with development and stakeholders to refine and upgrade the iOS & Android design system.
- Mentor junior ux designers on various topics to promote both personal and business growth at Cabela's/BassPro.

HomeAdvisor: User Experience Designer
Denver, Colorado
Sept. 2018 - Sept. 2019 (Reorg Layoff)

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)

Results:
- Created a marketplace that enhances visibility for fixed-price tasks and educational content, boosting our gig economy revenue by 20% year over year.

Responsibilities:
- Support stakeholders 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 mocks and finished designs for web, tablet, and mobile in an Agile environment.
- Collaborate with ux researcher and stakeholders to deliver high fidelity prototypes 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 design system with a consistent, modular, front-end approach to web development at HomeAdvisor.
- Mentor less experienced ux designers at HomeAdvisor.
- Created and maintained a Design System alongside development for all agent-side designers to use.

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)

Results:
- Over my tenure at Arrow, I helped grow revenue by ~5000% from ~$40K a month to $2M a month and increased average order value by 300% from ~$100 to $330 by optimizing crucial parts of the purchase path.
- On the product detail page, I helped lower time on page from around 3min to 1min, increased engagement with product data by 30%, and lowered the need for chat or call intervention by 40%.

Responsibilities:
- Develop a better user experience on Arrow.com by conducting research, creating prototypes, wireframes, and finished designs for web, tablet, and mobile in an Agile environment.
- Collaborate across multiple teams to conduct ux research to bring the voice of the customer forward through generative testing, a/b testing, surveying, card sorting, usability testing, and participatory design sessions.
- Participate and conduct design meetings with product owners, stakeholders, and management to gather requirements for assigned projects, brainstorm sessions, present research findings, express potential business opportunities, and showcase 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 development's agile process.
- Work with ux manager to develop personas and journey maps based on conducted research and analytics to optimize flows and experiences.
- Support stakeholders, 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.
- Work with design and development teams to create a scalable design system.

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.

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