

# KYLE COSTANZA

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

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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.

**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.
- 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, Colorado**

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

**Footers Catering - Denver, Colorado**

- Developed all types of creative documents: brand identity, wordmark & logo, and UI/UX for an application called Hospitality Heroes which uses gamification to engage employees.
- Created wireframes, flow charts and UI/UX designs utilizing user-centered design (UCD) methodologies.

**Switchback - Denver, Colorado**

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

**The Collective - Chicago, Illinois**

- Developed brands and client 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, drawings and visualizations, marketing materials, POP campaigns, and logistics management with overseas manufacturers.
- Maintained relationships with brand owners to understand branding needs in regards to vision, aesthetic, 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 trade shows.

**Results:**

- Expanded Penguin and Lily Pulitzer retail sunwear 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.

**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 fr 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 directions 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 clients.

### **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 efficiencies of design searches in the sales databases.

**BCS Apparel (Nike):** Associate Production Artist & Designer Collegiate Designer

Overland Park, KS

May 2009 - Dec. 2011

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

- Execute product art, including screen print, embroidery and tackle twill while upholding strict Nike Corporate and collegiate licensing standards.
- Supplemented over 20 graphics 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