

KYLE BATSON RESUME

316.990.4246

kyledbatson@gmail.com

www.kylebatson.com

EXPERIENCE

2002 – Present

Freelance, *design, development, and photography*

- Website design, website development, graphic design, logo development, print collateral design, and photography

2015–2017

Educational Testing Service, *UX/UI Design Lead*

- Managed team of UX designers, web designers, front-end developers, and accessibility specialists
- Advocate for users with stakeholders
- Responsible for the UX/UI of a suite of web applications used to administer and deliver high-stakes assessments to K–12 students in multiple states across the United States
- Formalized design process and integrations with other departments including business analysis, software development, project management, quality assurance, and support
- Promoted universal design practices and accessibility considerations at every stage of the development process

2013–2015

Computerized Assessments & Learning, *Software Developer Team Lead*

- Managed the team's workload and development priorities with product managers and stakeholders
- Directed the design of the application both on the front-end and its integration with the back-end
- Assisted in the design of the system's JSON-based data format and developed parsing rules from XML input
- Promoted a modular and configurable application design to allow for both multi-tenant use and easy customization for various client needs
- Requirements gathering and extensive documentation of features

2011–2013

Computerized Assessments & Learning, *Interaction Designer*

- Designed a highly-configurable UI for a student-facing assessment system
- Implemented precision and consistency across devices and operating systems
- Developed product's HTML templates and CSS to ensure proper separation of markup and presentation
- Developed interactions across mouse, touch, and keyboard navigation interfaces with a mobile-first approach
- Designed and developed of Javascript-based mini-tests

2008 – 2012

Premier Sports Management, *Web Designer and Web Developer (contractor)*

- Website design and development of various websites for Premier Sports Management
- Design and development of a web application for public voting on student athletes including voting system, data submission and data export features
- Design and development of a web application to scrape baseball stats and present an ongoing ranking of player value

2008 – 2009

OnTarget Interactive, *graphic designer and web developer*

- Responsible for design and development work on websites, identity development, print design and video editing.

2006 – 2007

The University of Kansas School of Fine Arts, *web designer/developer*

- Responsible for standards-based site development
- Developed a simple CMS in PHP, MySQL to improve ease-of-use in updating the site
- Worked with a cross-disciplinary team (physicists, illustrators, developers and designers) to develop educational games for kids in HTML/Javascript as well as Flash/Actionscript

SKILLS

Interaction design: Advocate of universal design practices, extensive experience with mobile-first and responsive design, UX design

Visual design: branding/identity, print collateral

Accessibility: keyboard navigation, screen reader testing, WCAG standards, ARIA

Design software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Axure, Sketch, Balsamiq

Web technologies & frameworks: Semantic HTML5, CSS3, Javascript/jQuery, Jekyll, PHP, AJAX, Bootstrap, XML, JSON

Content management: ExpressionEngine, Wordpress, Joomla, Drupal

Database: MySQL

Web debug tools: Mozilla Firebug, Chrome developer tools

Versioning and other tools: Git, SVN, Bitbucket, Jira, Confluence

Photography: interiors, portraits, studio lighting, photo retouching

EDUCATION

2002-2006 University of Kansas, Lawrence
Bachelor of Fine Arts in Visual Communication (Graphic Design)

REFERENCES

Kalyana Koka

Director of R&D at ETS
(785) 312-0389
kkoka@ets.org

Nan Loyd-Leffingwell

Content Manager at ETS
(785) 813-8018
nano14@me.com

Jared Straub

Test Engineer at Shutterstock
316-617-3347
jaredkstraub@gmail.com