

# Kyle W. Eaton

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## Professional Experience

### User Experience Lead

8/2015 – 6/2017

#### *Daymaker*

- Responsible for wire-framing to complete designs of product.
- Planned and created analytics framework to collect user data that will dictating design decisions and A/B testing.
- Collected qualitative data from users.
- Designed pitch decks.
- Responsible for front-end development using HTML, SCSS, Javascript, Ruby/Rails.

### VP of Product / Growth

7/2015 - present

#### *Leapcure*

- Designed B2B and B2C facing products.
- Built and manage growth machine.
- Planned and created analytics framework to collect user data that will dictating design decisions and A/B testing.
- Designed pitch decks and materials for clients.

### UX Manager

9/2013 - 4/2015

#### *Sanguine Biosciences*

- Planned, designed, and developed a mobile phlebotomy application used by 40+ phlebotomists nationally
- Developed and designed extensive patient onboard process.
- Created Google Analytics reports and developed event tracking to record metrics allowing analysis of UI/UX and overall performance of digital products.
- Used programs such as Lucid Chart, Balsamiq and Invisionapp for user flow planning and prototyping.
- Developed in HTML, CSS, LESS/SASS Javascript, AngularJS, Browserify and Docker

### Freelance Experience

2011 - present

#### *Juice Studios*

- Extensive and successful improvement of SEO.
- Created high-end animations using After Effects.
- Designed and developed new features and pages for existing site.

Other Clients: Complex Magazine, Zanerobe, Sole Bicycles, Hammer Holdings LLC,  
American Portfolio Financial Services, Inc, MIT and Elon University.

## Education

### Elon University:

Class of 2011

#### *Elon, NC*

Bachelor of Arts in Digital Art, Minor in Communications

## Strengths and Skills

- Strong in design programs such as: Photoshop, Illustrator and Sketch 3.
- Proficient In HTML, CSS, LESS/SASS, Javascript, AngularJS, Bootstrap and JQuery.
- Experience with GitHub, Trello and Pivotal Tracker.
- Strong experience in web analytics using: Google Analytics, Mixpanel, User Brain, Inspeclt, Zendesk, Segment.io and various click/heat-map applications.