Kyle Billings

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Summary

A marketing-minded designer developing product stories that meet strategic objectives while blending culture and product experience.

Experience

Growth Designer; Codecademy | October 2016 – Present
Codecademy provides online programming lessons to millions of learners around the world. I combine the research methods and creative confidence of a designer with the company's marketing objectives to discover opportunities for authentic, product-driven growth.

- Established and maintained the marketing funnel and in-product experience for Codecademy Intensives — grew enrollments from $0 to $165,000 per month.

- Designed an on-platform upgrade experience as a sustainable alternative to email marketing — increased repeatable Intensives revenue to 25% of total.

- Provided creative direction, buyer profiles, and messaging guidelines to help marketing set a vision and capture millions of dollars in revenue.

- Managed the growth team and realized a roadmap of feature work dedicated to hitting Codecademy's aggressive quarterly revenue targets.

Product Design Lead; Gone | January 2015 – March 2016
Gone builds several secondary market technologies that help users sell their used belongings. I worked with the company to connect design thinking with nearly every facet of the business.

- Led a redesign of Gone's company branding, website, and mobile app experience. Users began to sell higher value items and signups grew by ~15% monthly.

- Deployed an SMS-based version of Gone's iOS app. Measured a 220% increase in the average market value of items sold with the SMS platform.

Growth Designer; kylebillings.com | 2012 – Present
Since my earliest design gigs with artists at Berklee College of Music, my career has revolved around developing great products and authentic growth strategies in concert.

- Exploring ways to give people the knowledge and confidence to go learn to sail with my passion project, sailingtutorials.com.

- Voraciously A/B tested user flows, default plugin states, iconography, and messaging to increase installs and upgrades with Powr.io.

Education

Berklee College of Music, Boston, MA | BM Music Business (2011 – 2014)
Summa Cum Laude | BerkleeICE Founding Member | Editor in Chief; Music Business Journal

Skills

UI/Graphic Design, Copywriting, A/B Testing, Front-end Development, Animation, Video Production, Photography, Music/Audio Production, French & Spanish.