

Skills

Web and Software

HTML
CSS
Git Hub
Photoshop
Illustrator
Sketch

UX

Site Maps
Personas
Wireframing
HTML Prototyping
User Testing
Heuristic Evaluation

Education

Certificate
in User Experience and
Customer-Centered Design
*California State University
Fullerton, June 2015*

Bachelor of Science
in Human Services
Springfield College

Experience

Freelance Web Designer | Washington DC – San Diego, CA August 2014-Present
Design, develop, and deploy responsive and user-friendly websites using HTML, CSS, Javascript and a text editor that meet web standards and exceed customer expectations. Partner with clients to increase search engine optimization and design branding styles.
▶ Please see kyle-mann.com for specific case studies, web design, graphic design and a usability study.

UX Design Student, at California State University, Fullerton June 2014-June 2015
Student in a year long certificate program, focused on UX and Customer Centered Design.
▶ *Classes included:* Introduction to UX and Research, Analysis and Planning for User Centered Design, User Centered Design for Web and Mobile Interfaces, Prototyping User Centered Design Solutions, Concepts and Practices in Usability Testing, CX and UX Design

Executive Meeting Manager, at Doyle Collection | Washington DC May 2013-August 2014
▶ *Duties:* Responsible for meeting and exceeding a \$1.85 million annual revenue budget goals, exceeding customer needs, maintaining accounts, leading the events/banquet team, and partnering with both the General Manager and the Director of Sales to create and implement highly successful quarterly/annual marketing plans.
▶ *Accomplishments:* Led, developed and taught a sales/marketing class at the specific request of the Director of Sales and Marketing, this became part of the firm’s intern training program. After analyzing the corporate web site, volunteered to help the web committee to enhance its presence. Gaining guest and manager feedback the company website was substantially enhanced; this included conducting usability testing, and resolving issues to increased guest satisfaction and usability.

Area Service Manager, at Kimpton Hotels | Washington DC May 2012-May 2013
▶ *Duties:* Oversaw and managed the group and event accounts at four DC area hotel and restaurant properties. This required extensive work as an intermediary between the sales, marketing, revenue, operation departments and clients to ensure guest satisfaction.
▶ *Accomplishments:* Significantly increased event catering revenue by finding new markets, for instance established “Hotel Topaz” as a wedding destination for the LGBT community. Partnered with the firm’s management to set attractive daily group rates and marketing sales pricing; this included revenue forecasting and analyzing future business for stakeholder reporting.

Sales Manager, at Kimpton Hotels | San Diego, CA June 2010-May 2012
▶ *Duties:* Recruited and managed all new and existing customer accounts; oversaw and exceeded quarterly budget goals averaging revenue of \$360,000. This required exceeding the customary average rate of \$152/night used for business travel.
▶ *Accomplishments:* Delivered an increased average business travel rate of \$184, compared to the budgeted forecast of \$152. Increased revenue through partnerships and new business mainly by community involvement, including the East Village Association Business Committee and numerous other community business partnerships. Developed and spearheaded innovative marketing events to promote the Hotel; for example, organized a monthly art show, featuring local artist work, as part of a new marketing campaign: “Living Like a Local”.

Communication Specialist, at Primary Provider MGT | San Diego, CA May 2009-May 2010
▶ *Duties:* Established and maintained new and more efficient workflow policies and office procedures to ensure that communications and directives initiated by the administrative managers and vice presidents were completed in a timely fashion. Assisted in establishing a comprehensive case management organization, in accordance with the State of California public health plans for the needs of patients within the corporate network.
▶ *Accomplishments:* Streamlined all incoming workflow to maximize speed and customer turnaround by establishing daily checklists and accountability. Met and exceeded all budget goals by finding more cost efficient vendors and eliminating costly and inefficient workflows.