Kyle Cyree

Principal Product Designer • Systems Architect • Design Systems Lead

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Executive Summary

Hands-on systems designer bridging UX, software development, and enterprise strategy to drive complex products from zero-to-one and beyond. Highly effective in loosely defined, high-impact environments, turning complex data relationships into scalable, high-fidelity products. Proven track record of bypassing bureaucratic overhead to deliver enterprise R&D, structural business growth, and rapid prototyping for startups, Fortune 50s, and crypto-native ecosystems.

Core Competencies

- **Design & Architecture**: Enterprise Systems Design, Rapid High-Fidelity Prototyping, Complex Data Modeling, UI/UX Architecture.

- **Domain Expertise**: Banking/Fintech/Crypto, Patient-Facing Healthcare, Artificial Intelligence R&D, Collaborative Agentic Models

- **Technical Stack**: React, TypeScript, ExpressJS, Python, GraphQL, Tailwind, Shadcn, PostgreSQL, etc

- **Tools**: Sketch, Figma, Material/Apple HIG guidelines, UserBitApp, Miro, Jira, various agentic AI tools

Selected Impact Highlights

- **Zero-to-One Fintech Architecture**: Architected the complete design system, branding, and UX architecture for a full-suite bank, leading product design for digital asset custody and fiat banking rollouts. Solo designed, developed, and deployed a HFT market making bot platform for Polymarket.

- **Enterprise Healthcare Scale**: Drove hundreds of millions in personal revenue impact by successfully advocating for Apple Health integration across United Health Group, impacting tens of millions of patients. Led design for flagship UHG patient mobile native apps.

- **Business Operations & Growth**: Engineered proprietary fraud detection systems, dropping chargebacks from 6M to under 1M and contributing to a 10x revenue achievement and successful exit. Successfully led marketing for a Series A full reserve Wyoming SPDI bank.

Professional Experience

Colon Hyphen Bracket, LLC | Founder & Builder

DEC 2018 - PRESENT

- Architect and deploy progressive web apps (PWAs) utilizing collaborative agentic models to empower non-technical builders in underserved communities.

- Drive hands-on R&D and product development leveraging NodeJS, ExpressJS, TypeScript, Python, and React.

- Products solo defined, developed, and released include: a sophisticated journalling app, persistent memory chatbot with websocket ecosystem sharing, corporate identity and website development, HFT market making bot platform for Polymarket, more available upon request.

Custodia Bank, Inc | Lead Product Designer

JAN 2022 - SEP 2024

- Founded the design team as the first design hire, taking the company from rudimentary apps to a full-scale internal banking management system.

- Executed a complete, solo company rebrand (including art direction and creation) and architected UCD workflows and API integrations across all departments.

- Served on the launch and growth team for every product, leading zero-to-one design for Bitcoin custody, fiat banking, and smart contract interbank frameworks and platform.

- Facilitated 100+ rapid prototyping sprints and internal design workshops across multiple engineering and business teams.

PredictiveUX | Senior UX/UI Architect

OCT 2021 - OCT 2022

- Led UX architecture for Walmart's internal enterprise search tool, establishing new search paradigms and behavioral patterns for 3 million direct users.

- Designed clinical decision support tools (RecoverX) supporting diagnostic capabilities and workflows.

Optum & UnitedHealth Group | Senior Product Experience Designer

2020 - 2021

- Operated within an elite, internal McKinsey-style consulting group, facilitating complex service design workshops for executive leadership to drive large scale impact.

- Served as Principal Designer for flagship native iOS and Android applications spanning 35M+ patients and 400K+ employees.

- Championed UHG's adoption of Apple Health guidelines and integrations, generating an estimated hundreds of millions in personal revenue impact.

BLDG-25 | Design Director

2018 - 2020

- Directed a team of 3 designers and managed key client contracts, including leading the complete rework of Martin Marietta's internal inventory tooling.

- Embedded for 2 years at Fidelity Investments' Raleigh location as the main client liaison, facilitating workshops and architecting their first cloud-native app launch.

- Designed complex roles and permissions frameworks for IronNet and General Alexander (former NSA Chief) impacting nation-state level device security globally.

UltraLinq Healthcare Solutions | Design Director

2016 - 2018

- Founded and managed the internal design team, building zero-to-one design systems for web, medical devices, and wearable health monitors.

- Released multiple HIPAA-certified hardware and software products, conducting user research in clinical settings and formal healthcare compliance tests.

Foodler.com (now GrubHub) | Director of Business Operations
2010 - 2015

- Started as a Customer Service Rep and within 18 months was running multiple departments, including bill, customer support, and tier 1-2 technical support.

- Led cross-functional teams and managed business operations, driving a 10x revenue exit.

- Engineered a proprietary fraud detection system that reduced chargebacks by 83% (6M to <1M) while cooperating with local PD and FBI offices on sting operations.

- Oversaw $500M+ in order volume and managed 2/3s of the company's functions.

Education

Master of Business Administration (MBA), Business Strategy & Accounting University of North Carolina at Chapel Hill

Master of Fine Arts (MFA), Storytelling & Creative Writing Emerson College

Bachelor of Arts, Writing & Literature in Honors Studies, Summa Cum Laude, Texas Tech University

Technical Toolkit and Methodologies

- **Design & Architecture Methodologies**: Systems Design, Service Design, Rapid Prototyping, Google Sprint Methodology, User-Centered Design (UCD), Material Design/Apple HIG, technical fluency in design systems/Storybook and other aspects of technical design inheritance.

- **Engineering & Development**: TypeScript, NodeJS, ExpressJS, Python, React, Tailwind, Progressive Web Apps (PWAs), Collaborative Agentic AI Models, etc.

- **Product Strategy & Leadership**: Corporate Strategy (Seed to Series B), Enterprise R&D, Product Positioning, Team Leadership, Fraud Detection, Business Growth, Backlog Management, Product Prioritization, Agile Methodology, Stakeholder Management.

- **Design Tools & Platforms**: Figma, Sketch, Affinity/Adobe CC, UserBitApp, Jira/Shortcut, Pen and Paper.