

Kylie Jack

Leader · Designer · Maker



512-694-3125

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<https://kylie.design>

skills

design leadership
product management
experience design
ui design
user research
usability

specialties

consumer games
music entertainment
learning management
health care
finance
IOT / mobile

technologies

html / css / sass
rails / react / vue
ruby / swift / javascript

tools

axure rp
sketch
adobe XD / illustrator
principle
figma

education

Austin Center for Design · 2013

UX / Product Design

St Edwards University · 2008

MS Project Management

Alfred University · 1996

BFA Multimedia Design

Experience

Kylie Jack is a product designer, user experience strategist, and thought leader with over 20 years of experience in the software industry. Her specialties include product development, design team management, interaction design, and information architecture. She is well-versed in user research, visual fit-and-finish, and has worked on products ranging from embedded systems to mobile devices to enterprise software.

Senior UX Designer · Big Fish Games · Jan 2020 – Sep 2020

Summary: Provided UX/UI consulting for mobile and causal games to in-house and external studios. Wireframed, prototyped, and assisted in UI design for user onboarding, social and community features, as well as other meta-game experiences. Developed criteria and heuristics tailored to game design in order to have a consistent company-wide UX evaluation process. Worked with Player Insights (user research) to develop user tests with interactive prototypes. Provided UX/UI support for other internal organizations.

Key games: Gummy Drop, Decurse, Knittens, Coin Heist

Sr Product Design Lead / UX Manager · projekt202 · 2013–2019

Summary: Led design teams to create products and solutions—from consumer mobile to enterprise—via rigorous user research, UX and UI design, as well as agile project management.

Key accomplishment: Created proposals and narratives of prior work that won the Seattle office \$850,000 in new client work in 2018 allowing it to grow the local design group.

Key clients: Amazon, Apple, CapitalOne, Dell, Mercedes Benz, Novo Nordisk

- ▶ Embedded within Amazon Web Services to help create the Polaris design system to standardize all AWS user interfaces, then re-designed multiple products using it.
- ▶ Wrote detailed scenarios and created storyboards to build buy-in and validate concepts for Dell's enterprise support team, followed by leading a team through participatory design to build an MVP that Dell would later bring to full production.
- ▶ Designed a high-fidelity interactive prototype for LeGrand to fully understand information architecture and micro interactions on a commercial 4" touch-screen lighting controller.
- ▶ In order to meet the needs of multiple stakeholders, created multiple look and feel concepts for Novo Nordisk's mobile diabetes tracking app, iterating down to a final concept.

Product Design Manager · Front Gate Tickets · 2002–2012

Summary: Co-founded Front Gate Tickets. Owned, developed and evolved the entire software product suite including a custom e-commerce platform, retail PoS app, and box office tools.

Key clients: AEG (Coachella) · C3 Presents (ACL Festival, Lollapalooza) · String Cheese Incident

Key accomplishment: After growing it to the largest independent ticketing company in the United States, founder team sold to C3/AEG in 2012 with a valuation of 12x EBIDTA.

- ▶ Continuously analyzed product requirements from venues, promoters, and artists to handle new requirements like multi-day festivals, reserved seating, merchandise sales, and season tickets.
- ▶ Ensured our platform worked beyond the purchasing process and extended in to marketing, analytics, reporting, taxation, talent management, and donor management. I kept us up-to-date with new technologies such as print-at-home tickets, bar code scanning, RFID controls, mobile apps, and Facebook platform integration.