

# KYLIE JACK

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Phone: (512) 694-3125

Portfolio: <https://kylie.design>

## PROFILE

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### **PRODUCT DESIGNER AND UX MANAGER**

Product designer and user experience manager with over 20 years of experience in the software industry. Specialties include product development, design team management, interaction design, and information architecture. Well-versed in user research, visual fit-and-finish, and products ranging from embedded systems to mobile to enterprise software.

## SKILLS

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design leadership · user experience design · product design · ui design · user research · usability testing  
product management · axure rp · sketch + invision · figma · adobe xd & illustrator · html · css · javascript

## EXPERIENCE

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### **ASSOC RESEARCHER · STUDIO D RADIODURANS**

SEP 2020 - DEC 2020

**Responsibilities:** Interview research subjects and observe them in situ. Synthesize qualitative data. Develop and illustrate concept maps, journeys, workflows, frameworks, and charts. Assist in identifying and recruiting subjects. Write and create written reports and decks for client firm.

### **SR UX DESIGNER · BIG FISH GAMES**

JAN 2020 - SEP 2020

**Responsibilities:** Provided UX/UI consulting for mobile and causal games to in-house and external studios. Wireframed, prototyped, and designed UIs for onboarding, social and community features, and other meta-game experiences. Talked to players, performed user research and synthesis of findings. Developed criteria and heuristics with a focus on game design in order to have consistent company-wide UX evaluation process.

#### **Accomplishments:**

- *Games:* Gummy Drop, Decurse, Knittens, Coin Heist
- Using stakeholder research, created a UX strategy with best practices, process, and design pillars for the UX team's vision and roadmap, and to help the organization to better understand the value of UX.
- Created high fidelity UI prototypes for Coin Heist player validation testing.
- Designed and storyboarded mini-games for Gummy Drop.
- Developed process and evaluation criteria for UX lifecycle, as well as gender inclusion guidelines.
- Designed a web-based career development platform from research, to wireframing flows, to final visual design comps.

### **SR PRODUCT DESIGN LEAD & DESIGN MANAGER · PROJEKT202**

DEC 2013 - JAN 2019

**Responsibilities:** Led design teams as creative director. Managed 8 direct reports as well as hiring full-time talent and contractors. Created flows and wireframes. Designed user interfaces for desktop and mobile applications. Prototyped applications in Sketch and Axure. Collaborated with product managers to set strategic direction of design projects. Performed user research, synthesized data from research into personas and opportunities, and ran usability testing sessions. Worked cross-industry in health care, finance, and embedded systems.

### **Accomplishments:**

- *Key clients:* Amazon · Apple · CapitalOne · Dell · Mercedes Benz · Novo Nordisk
- 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 from one person (self) to eight direct reports.
- Embedded within Amazon Web Services to help create the Polaris design system to standardize all AWS user interfaces, and re-designed multiple products using that system.
- Wrote detailed scenarios and created storyboards to validate concepts for Dell's enterprise support team, and led a 3 person design team through participatory design study to build an MVP.
- Designed a high-fidelity interactive prototype for LeGrand to fully understand information architecture and micro interactions on a commercial 4" touch-screen lighting controller.
- Created multiple look and feel concepts for Novo Nordisk's mobile diabetes tracking app.

### **PRINCIPAL DESIGNER & FOUNDER · NIXIE DESIGN STUDIO**

MAY 2013 - PRESENT

**Responsibilities:** Provide UX and product design consulting for startup software companies looking to evolve their minimum viable products to the next step via experience strategy, user research, product design and prototyping, and software development. Collaborate with clients on high level UX strategy and maturity.

### **Accomplishments:**

- *Key clients:* Softmatch · United Way of Austin · Sparkhouse · UserAde · Blue Moon Software
- Designed dashboard UIs for Softmatch, and helped implement form interfaces in Salesforce.
- Performed in-depth user research to help United Way of Greater Austin understand their users. Designed a working prototype of a possible MVP for them to socialize and build buy-in within the organization.
- Expanded upon a broad and confusing cryptocurrency concept at UserAde from paper to storyboards, and using our new understandings built a functional mobile prototype with visual UI fit-and-finish.
- Created workflows and visual comps to simplify Blue Moon Software's document/form generation system and e-commerce system platform.

### **PRODUCT DESIGN MANAGER & CO-FOUNDER · SOURCE SPRING**

JUN 2008 - SEP 2013

**Responsibilities:** Consulted with startups as a UX designer, product manager, and technologist. Helped them design, build and launch new products or product offerings. Performed user research and designed concepts based on those results. Created wireframes and prototypes. Acted as a "virtual CTO" collaborating with engineering teams to define strategies, refine system architecture, scale past initial launch, and use agile and lean best practices for developing MVPs into established products.

### **DIRECTOR OF PRODUCT DEVELOPMENT & CO-FOUNDER · FRONT GATE TICKETS**

NOV 2002 - MAR 2012

**Responsibilities:** Continuously analyzed product requirements from venues, promoters, and artists to handle new requirements like multi-day festivals, reserved seating, merchandise sales, and season tickets. Architected, designed, programmed, and implemented web application and desktop software suite as well as database back end. Managed engineers, design team, and product road map. Oversaw entire software life cycle from requirements gathering and design to QA and maintenance over several full product releases and migrations.

## EDUCATION

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**CERTIFICATE IN USER CENTERED DESIGN AND SOCIAL ENTREPRENEURSHIP · AUSTIN CENTER FOR DESIGN**

**MS IN PROJECT MANAGEMENT · ST. EDWARD'S UNIVERSITY**

**BFA IN DESIGN AND MEDIA STUDY · ALFRED UNIVERSITY**