

# KYLE COSTANZA

*User Experience Designer* Denver, CO 80214

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Confident and creative designer with a proven track record in UX Design/Product Design, research, and market analysis to design for diverse creative environments. Passionate about exploring all facets of design, integrating consumer psychology and inclusive design to create highly successful and aesthetic products & services. Friendly and personable with excellent leadership and project management skills to meet stake holder requirements while adhering to strict timeline and budget constraints.

## AREAS OF EXPERTISE

User Experience (UX) • User Centered Design Principles (UCD) • Visual Design • Native iOS & Android • Design Strategy • Project Leadership • Mentoring • Ecommerce • SaaS • Agile & Waterfall Processes • Design Systems • CMS Platforms • Shopify Platforms • Technical Designer • Research • Prototyping

## TECHNICAL PROFILE

**Mockup/Markup:** Figma, Axure, Sketch, InVision, Usertesting.com, Miro, Optimizely X, Balsamiq, HTML 5, CSS

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Bridge, After Effects

**Microsoft Office Suite:** Word, Excel, PowerPoint

**Miscellaneous:** Jira, Confluence, Decibel Insights, Google Analytics, Adobe Analytics, Log Rocket

## EXPERIENCE

**VF Corporation:** Senior User Experience Designer

Denver, Colorado (remote, contract)

Jul. 2022 - Present

*VF Corporation is an American global apparel company that has 13 brands in its portfolio gearing toward connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands.*

**Development Teams Supported:** Canvas (Web Design System Team) & Design Leadership

- Migrate VF brands design system from Sketch to Figma while making necessary upgrades to help with workflow efficiencies across multiple brands: Vans, The North Face, Timberland & Smart Wool & Canvas.
- Conduct meetings to educate designers on Figma, FigJam, the new design system, and processes.
- Strategize with manager and leadership on the overall design tool migration, Storybook design system implementation, and new processes and procedures to increase collaboration and efficiencies across the organization.
- Mentor junior ux designers on various topics to promote both personal and business growth at VF Corporation.

**Cabela's / BassPro:** User Experience Designer

Denver, Colorado (remote, contract)

Oct. 2019 - Oct. 2020

*Cabela's and BassPro are outdoor retailers providing products and services for recreational activities in fishing, hunting, boating, hiking, and camping.*

**Development Teams Supported:** App & Cart/Checkout

- Develop a better user experience on Cabela's & BassPro platforms by conducting research, creating prototypes, wireframes, high fidelity mocks and finished designs for iOS, Android, and web in an Agile environment.
- Collaborate across multiple teams to conduct ux research to bring the voice of the customer forward through generative testing, a/b testing, surveying, card sorting, usability testing, and participatory design sessions.
- Participate and conduct design meetings with product owners, stake holders, and management to gather requirements for assigned projects, present research findings, gather feedback, voice potential business opportunities, and showcase final design.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Work with development and stakeholders to refine and upgrade the iOS & Android design system.
- Mentor junior ux designers on various topics to promote both personal and business growth at Cabela's/BassPro.

**HomeAdvisor:** User Experience Designer

Denver, Colorado

Sept. 2018 - Sept. 2019 (reorg lay off)

*HomeAdvisor, an ANGI Homeservices Inc. Company, is a matching service which links the homeowner with service professionals on various homeowner projects across the continental USA and parts of Canada.*

**Development Teams Supported:** Gig Economy & External Partnerships (Nextdoor & Porch)

- Support stake holders and development teams on partnership integrations on HomeAdvisor's business initiatives with customer focus through user experience strategy, research, and design.
- Develop a better user experience on ANGI Homeservices Inc. (HomeAdvisor & Handy) by creating prototypes, wireframes, high fidelity and finished designs for web, tablet, and mobile in an Agile environment.
- Collaborate with ux researcher and stake holders to deliver high fidelity prototypes in order to test design solutions across usertesting.com and in-person research at the HomeAdvisor Research Lab.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Work with ux manager, development leads, and visual designers to create a consistent, modular, front-end approach to web development at HomeAdvisor.
- Mentor less experienced ux designers on various topics to promote both personal and business growth. at HomeAdvisor.

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**Arrow Electronics:** User Experience Designer

Denver, Colorado

Feb. 2016 - Sept. 2018

*Arrow Electronics is a Colorado based company providing products, services and solutions to industrial and commercial users of electronic components, with 2015 sales of \$23.28 billion, serving a global network of more than 460 locations and over 85 countries.*

**Development Teams Supported:** Cart & Checkout, and Product Detail Pages (PDP)

- Develop a better user experience on Arrow.com by conducting research, creating prototypes, wireframes, and finished designs for web, tablet, and mobile in an Agile environment.
- Collaborate across multiple teams to conduct ux research to bring the voice of the customer forward through generative testing, a/b testing, surveying, card sorting, usability testing, and participatory design sessions.
- Participate and conduct design meetings with product owners, stake holders, and management to gather requirements for assigned projects, brainstorm sessions, present research findings, express potential business opportunities, and showcase final designs.
- Balance multiple projects at one time by working across disciplines and organizational boundaries to complete projects on schedule.
- Work with ux manager, product owners, and business analysts to devise a new streamlined process integrating design into development's agile process.
- Work with ux manager to develop personas and journey maps based on conducted research and analytics to optimize flows and experiences.
- Support stake holders, development teams, and third-party contractors on Arrow.com's scale projects to align business initiatives with customer focus through user experience strategy, research, and designs.
- Work with design and development teams to create a scalable design system.

**Results:**

- Over my tenure at Arrow, I helped grow revenue by ~5000% from ~\$40K a month to \$2M a month and increased average order value by 300% from ~\$100 to \$330 by optimizing crucial parts of the purchase path.
- On the product detail page, I helped lower time on page from around 3min to 1min, increased engagement with product data by 30%, and lowered the need for chat or call intervention by 40%.

**Costanza Designs:** Design Consultant

Denver, Colorado

Feb. 2015- Present

*Consult with various startup and established businesses on UX Design, Brand Identity, and Logo Design. Clients include:*

**Evolution Digital (eVue) - Denver, Colorado**

- Update eVue's digital streaming service utilizing UX best practices.

**Footers Catering - Denver, Colorado**

- Create wireframes, flow charts and final designs utilizing user-centered design(UCD) methodologies for an application called Hospitality Heroes.