

# Kyle Freed

## UX & Product Designer

KyleRFreed.com | dekyle@gmail.com | (224) 212-9234

### SUMMARY

I am a **user-experience designer** fascinated with the intersection of psychology, technology and art. I am adept at translating user needs into effective designs for business objectives using user centered design.

### WORK EXPERIENCE

#### ADURO

2017 – Present  
Seattle, WA

#### Senior UX Designer

- Develop design process and strategy
- Consult Product Managers and Designers on planning and process
- Lead design for biometric screening business
- Lead design sprints for new product initiatives
- Journey map client experiences

#### Alliance for the Great Lakes

2015 – 2016  
Chicago, IL

#### Web Designer

- Designed website for campaign with MillerCoors
- Set up server and WordPress website deployment
- Integrated existing online marketing system

### PROJECTS

#### Motive

MHCI+D

#### Project Manger / Researcher / Designer

I synthesized insights from background literature, physical therapists, and current patients as well as organized responsibilities in our team. I concepted numerous ideas and prototyped our final design, as well as lead the final design communication.

#### Canvas LMS

MHCI+D

#### User Researcher / UX Designer

Concept to completion user centered design project for the the University of Washington's learning management system. User research drove concept direction, user flows, interactive wireframing, and final mockups.

#### Eos

MHCI+D

#### UX Designer / Prototyper / Programmer

Smart pillow using embedded LED strips and haptic motors to wake users comfortably. I designed wake sequence, clock functionality, circuits, and Arduino code.

### EDUCATION

#### University of Washington

2015 - 2016  
Seattle, WA

#### Masters of Human Computer Interaction and Design

Interdisciplinary program that draws on methodologies and frameworks from computer science, information science, human centered design and fine arts.

#### DePauw University

2009 - 2013  
Greencastle, IN

#### B.A. in Psychology and Spanish

Focused on cognitive and experimental psychology.

### TOOLS

#### Proficient with

Illustrator  
Photoshop  
Sketch  
Principle  
InDesign  
Invision

#### Experience with

After Effects  
Arduino  
Java

#### Familiar with

Javascript  
Python

### METHODS

#### Design

Interaction Design  
Sketching  
Wireframing  
Information Architecture  
Rapid Prototyping  
Storyboarding  
Visual Design

#### Research

Contextual Inquiry  
Heuristic Evaluation  
Usability Testing  
User Interviews  
Personas/Scenarios